



# PORSCHE

## Porsche Reports April Sales

*911 Sales up 69 percent – Best April ever for PCNA*

ATLANTA – May 1, 2012 – Porsche Cars North America, Inc. (PCNA), importer and distributor of Porsche sports cars, Cayenne SUVs and the Panamera four-door sports sedan line-up in the United States, today announced April 2012 sales of 3,437 vehicles. This compares to 3,172 vehicles last April, for an increase of four percent. For the year, Porsche sold 10,596 cars in the U.S., which is a four percent increase over last year’s sales of 10,179.

“April 2012 sales resulted in a record April for PCNA and shows the momentum building for our new, seventh-generation 911,” said President and CEO, Detlev von Platen. “We are thrilled with the overall progress as we only sold the first new 911 Carrera Cabriolets in April and are looking forward to our highly anticipated third-generation Boxster arriving in Porsche dealerships the beginning of July.”

With 1090 sales of the new 911, the evergreen sports car showed a 69 percent increase over April 2011. Panamera sales were up 45 percent with 868 cars sold. Porsche sold 1,376 Cayenne models, a decrease of 13% over the same period last year.

For the month of April 2012, Porsche’s Approved Certified Pre-Owned vehicle sales were 791, compared to 779 last year – a 1.5 percent increase. Year-to-date, Porsche’s CPO sales are up 9.1 percent (3,174 vs. 2,907).

Model	April 2012	
	Current Year	Prior Year
<b>ALL BOXSTER/CAYMAN</b>	<b>103</b>	<b>352</b>
<b>ALL 911</b>	<b>1090</b>	<b>645</b>
<b>ALL CAYENNE</b>	<b>1376</b>	<b>1578</b>
<b>ALL PANAMERA</b>	<b>868</b>	<b>597</b>
<b>GRAND TOTALS</b>	<b>3437</b>	<b>3172</b>

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### **About Porsche Cars North America**

Porsche Cars North America, Inc. (PCNA), based in Atlanta, Ga. is the exclusive U.S. importer of Porsche sports cars, the Cayenne SUV and Panamera sports sedan. Established in 1984, it is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany, and employs approximately 220 people who provide parts, service, marketing and training for 194 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand's 63-year history and leadership in the advancement of vehicle performance, safety and efficiency. At the core of this success is Porsche's proud racing heritage that boasts some 30,000 motorsport wins to date.

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