



**PORSCHE**

News Release

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## Porsche Reports August Sales

Retail sales up 39 percent in August; nine percent year-to-date

**Atlanta** – September 4, 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 August 2012 sales of 3,026 vehicles. This compares to 2,184 vehicles sold last August, for an increase of 39 percent. For the year, Porsche has sold 22,279 cars in the U.S., a nine percent increase over last year's sales of 20,494.

“Our all-new Boxster and 911 sports cars continue to be in high demand,” said PCNA's President and CEO, Detlev von Platen. “The new Boxster was up 118 percent over August 2011 and the new 911 is up 44 percent for the year.”

Sales of the Porsche Cayenne sport utility increased 54 percent for the month versus last August and the Panamera sport sedan was up 22 percent over the same period. This month Porsche begins selling a new Cayenne model, the Cayenne Diesel, which provides 406 lb.-ft of torque and 29 MPG on the highway.

Porsche Approved Certified Pre-Owned vehicle sales were 870 for August 2012, an 18 percent increase over August 2011. Year-to-date, Porsche has sold 6,500 CPO models, an eleven percent increase versus 2011 (5,879).

Model	August 2012	
	Current Year	Prior Year
<b>ALL BOXSTER/CAYMAN</b>	<b>394</b>	<b>303</b>
<b>ALL 911</b>	<b>628</b>	<b>470</b>
<b>ALL CAYENNE</b>	<b>1,358</b>	<b>882</b>
<b>ALL PANAMERA</b>	<b>646</b>	<b>529</b>
<b>GRAND TOTALS</b>	<b>3,026</b>	<b>2,184</b>

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**About Porsche Cars North America**

Porsche Cars North America, Inc. (PCNA), based in Atlanta, Georgia, 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 192 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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