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Porsche Reports Significant Sales Increase for 2011

Strong Results Led by Demand for Cayenne and 911

ATLANTA – January 2, 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 December 2011 sales of 1,834 vehicles and year-to-date sales of 29,023 vehicles. The year-to-date sales compare to 25,320 vehicles sold last year – a 15 percent increase.

"2011 represents a very positive step forward for Porsche and demonstrates the brand's continued strength in the United States market," said Detlev von Platen, PCNA's President and CEO. "We are confident we will build on this momentum moving forward into the new year with the launch of the 7th generation 911, a new Boxster and several other new products."

Much of Porsche's 2011 sales success can be attributed to the continuing momentum of the Cayenne SUV. Sales of the Cayenne in the U.S. were 12,978 in 2011 compared to 8,343 in 2010 – a 56 percent increase.

Another highlight for Porsche last year was the continued success of the 911. With the all-new 911 Carrera and Carrera S due to go on sale in the United States February 4, 2012, sales of current models continue to be strong. Annual sales in 2011 were 6,016 compared to 5,735 in 2010, an increase of 5 percent.

Also in December, sales of Porsche's Approved Certified Pre-Owned (CPO) vehicles rose to 538 versus 533 during the same period in 2010. CPO total sales in 2011 were 8,323 compared to 7,298 in 2010.

Model	December 2011		Year-to-Date	
	Current Year	Prior Year	Current Year	Prior Year
ALL BOXSTER/CAYMAN	105	249	3,150	3,499
ALL 911	423	509	6,016	5,735
ALL CAYENNE	830	1,109	12,978	8,343
ALL PANAMERA	476	700	6,879	7,741
GRAND TOTALS	1,834	2,567	29,023	25,320

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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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