



PORSCHE

News Release

September 13, 2012

No 40/12

Esquire Award for attainable, exhilarating driving experience

## 2013 Porsche Boxster Named 2012 *Esquire* Sports Car of the Year

**Atlanta.** *Esquire* has selected the redesigned Porsche Boxster as its 2012 Sports Car of the Year.

"The Boxster is a near perfect sports car," said David Granger, Editor in Chief of *Esquire*. "It's fun, aggressive and sounds great. It serves as a thrilling reminder that cars still maintain the power to stimulate the imagination."

The 2013 Boxster weighs less than its predecessor while benefiting from a longer wheelbase and larger wheels, which enhance the mid-engine sports car's driving dynamics and fuel efficiency.

"Earning the 'Esquire Sports Car of the Year' award is a tribute to the Porsche team who designed the new Boxster," said Detlev von Platen, President and CEO of Porsche Cars North America. "Just like its predecessors, it is a Porsche that continues to epitomize the feeling of genuine freedom."

The Porsche Boxster, along with the seven other Car of the Year winners, is currently featured on the *Esquire* website at [www.esquire.com](http://www.esquire.com).

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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 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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**About Esquire**

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