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Porsche Reports February Sales

Sales up 6.4 percent

ATLANTA – March 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 February 2012 sales of 2,149 vehicles. The sales compare to 2019 vehicles sold last year – a 6.4 percent increase.

“We are extremely pleased with our February results, although we are still in the initial stage of launching the new-generation 911 and are awaiting the arrival of the all-new Boxster, which has its world premiere at next week’s Geneva Motor Show,” said President and CEO, Detlev von Platen. “We are confident that we can turn up our sales momentum a notch or two in the coming months.”

Porsche sold 858 911 models, an increase of 111.8 percent. Panamera sales were up 16.6 percent to 511, both compared to the same period last year. Because of limited supply and low dealer inventory Cayenne sales were 659 units compared to 936 in February of last year.

For the month of February 2012, Porsche’s Approved Certified Pre-Owned vehicle sales were 693, compared to 650 last year – a 6.6 percent increase.

Model	February 2012	
	Current Year	Prior Year
ALL BOXSTER/CAYMAN	123	236
ALL 911	858	405
ALL CAYENNE	657	936
ALL PANAMERA	511	442
GRAND TOTALS	2149	2019

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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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