



PORSCHE

News Release

March 1, 2013

No 12/13

Cayenne Sales up 79 percent from February 2012

Porsche Reports February Sales Increase of 31 Percent

Atlanta. 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 sales of 2,805 vehicles. This compares to 2,149 vehicles sold in February 2012, an increase of 31 percent. For the year so far, PCNA has delivered 6,163 vehicles versus 4,699 during the same period last year, also an increase of 31 percent.

Cayenne sales were particularly strong, posting an increase of 79 percent to 1,173 units, up from 657 in February 2012. Demand for the new Boxster also continues to be significant, which contributed to sales of 391 units, a tenfold increase from the same period last year.

“Demand for our products remained robust in February, continuing the momentum from our 2012 sales record” said Detlev von Platen, President and CEO, Porsche Cars North America. “Rising interest in the Cayenne Diesel as well as the first sales of the new flagship Cayenne Turbo S boosted Cayenne. Even with the strong demand for Cayenne, nearly 45 percent of our sales in February were two-door sports cars, which were bolstered by the new Boxster and deliveries of the new 911 Carrera 4 models.”

Porsche Approved Certified Pre-Owned vehicle sales were 768 for February 2013, an increase of 11 percent over February 2012 (693).



PORSCHE

News Release

March 1, 2013

No 12/13

| Model | February Sales | |
|---------------------------|----------------|--------------|
| | Current Year | Prior Year |
| ALL BOXSTER/CAYMAN | 392 | 123 |
| ALL 911 | 855 | 858 |
| ALL CAYENNE | 1,173 | 657 |
| ALL PANAMERA | 385 | 511 |
| GRAND TOTALS | 2,805 | 2,149 |

###

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 190 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.

Follow us: www.twitter.com/Porsche and www.facebook.com/Porsche and drive.porsche.com/us

For Porsche apps: <http://www.porsche.com/usa/entertainment/apps/>

Note: Photos and video footage are available to accredited journalists on the Porsche Press Database at <http://press.porsche.com/>