

U.S. customers vote the Stuttgart sports car maker as the brand with the highest appeal

Porsche 911 and Cayenne in first place for appeal

Stuttgart. For the eighth year in a row, Dr. Ing. h.c. F. Porsche AG, Stuttgart, has successfully maintained its top billing in terms of popularity. The sports car maker occupies the pole position as the car brand with the maximum appeal in the United States. These were the findings of the latest “Automotive, Performance, Execution and Layout Study (APEAL)” conducted by the opinion research center J.D. Power and Associates.

In addition to the Porsche brand finishing in first place, customers also voted the Porsche 911 as best vehicle in the Premium Sporty segment. The sporty SUV, the Cayenne, likewise won first place (segment: Midsize Premium Crossover SUV). Both models were given the J.D. Power Awards. Grades from ten different categories are integrated into the overall score including design, comfort, dynamic performance and suitability for everyday driving. The U.S. market researchers interviewed around 75,000 car owners with new vehicles that were registered for the first time in the period from November 2011 to February 2012.

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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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