



PORSCHE

Porsche Reports January Sales

Sales up 6 percent

ATLANTA – February 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 January 2012 sales of 2,550 vehicles. The sales compare to 2,400 vehicles sold last year – a 6 percent increase.

“We are about to launch the new seventh generation 911 on February 4th and we have a limited supply of Boxster models, which ceased production in 2011 to prepare for changeover to the new model,” said President and CEO, Detlev von Platen. “For these reasons, we are extremely pleased with our January results.”

When compared to the prior year, Porsche sold 681 911 models, an increase of 56 percent. Panamera sales were up 16 percent to 703, compared to the same period last year.

For the month of January 2012, Porsche’s Approved Certified Pre-Owned vehicle sales were 812, compared to 650 last year – a 25 percent increase.

Model	January 2012	
	Current Year	Prior Year
ALL BOXSTER/CAYMAN	173	313
ALL 911	681	436
ALL CAYENNE	993	1,047
ALL PANAMERA	703	604
GRAND TOTALS	2,550	2,400

Contact:

Nick Twork
Manager, Product Communications
678-323-6975
nick.twork@porsche.us

Dave Engelman
Media Relations Manager
770-290-3617
dave.engelman@porsche.us

###

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.

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

Note: Photos are available to accredited journalists on the Porsche Press Database at <http://press.porsche.com/>. Video footage is available to registered users at <http://thenewsmarket.com/porsche>.

PR-12-08