PORSCHE

News Release

July 3, 2012
No 28/12

Porsche Reports June Sales

Retail sales up 18% for the month

Atlanta – July 3, 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 June 2012 sales of 3,002 vehicles. This compares to 2,546 vehicles sold last June, for an increase of 18 percent. For the year, Porsche has sold 16,450 cars in the U.S., a six percent increase over last year's sales of 15,542.

"June was an exciting month for sports car fans as the all-new Boxster models arrived in Porsche dealerships right at the end of the month and joined the showroom next to the all-new 911 coupe and cabriolet models," said PCNA's President and CEO, Detlev von Platen.

Porsche sold 464 Boxster models in June (458 of which were the all-new 2013 Boxster) – a 117 percent increase over June 2011. In addition, Porsche sold 861 new 911 models, a 44 percent increase over June 2011.

Porsche's Approved Certified Pre-Owned vehicle sales were 835 for June 2012. Year-to-date, Porsche has sold 4,856 CPO models, a 12 percent increase versus 2011(4,232).

Model	June 2012	
	Current Year	Prior Year
ALL BOXSTER/CAYMAN	**490**	**332**
ALL 911	**861**	**596**
ALL CAYENNE	**1032**	**1009**
ALL PANAMERA	**619**	**609**
GRAND TOTALS	**3002**	**2546**

# # #

Porsche Cars North America, Inc.
980 Hammond Drive, Suite 1000
Atlanta, GA 30328 USA

Public Relations Department
Product Communications
Steve Janisse
Phone 770-290-3638
Steve.janisse@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 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.

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/.

Public Relations Department
Product Communications
Steve Janisse
Phone 770-290-3638
Steve.janisse@porsche.us