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Porsche Reports March Sales

Year to date sales up two percent

ATLANTA – April 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 March 2012 sales of 2,460 vehicles. This compares to 2,588 vehicles last March, a five percent decrease. For the year, Porsche has sold 7,159 cars in the U.S., which is a two percent increase over last year's sales of 7,007.

"We are pleased with our March results, even though they are down slightly from last year, because we are in the midst of the launch of two all-new model lines," said President and CEO, Detlev von Platen. "The new 911 Coupe just went on sale in February and the Cabriolet will be in our dealers' showrooms this month – and we are debuting the all-new Boxster this week at the New York Auto Show. We are keeping up with last year's pace, even as our dealer inventories are extremely low due to these model line changes."

Porsche sold 1,255 Cayenne models, an increase of 20% over last year. Panamera sales were nearly exactly the same as last year at 653 cars.

For the month of March 2012, Porsche's Approved Certified Pre-Owned vehicle sales were 862, compared to 770 last year – a 12 percent increase. Year-to-date, Porsche's CPO sales are up 14 percent (2,367 vs. 2,073).

Model	March 2012	
	Current Year	Prior Year
ALL BOXSTER/CAYMAN	87	276
ALL 911	465	609
ALL CAYENNE	1255	1,049
ALL PANAMERA	653	654
GRAND TOTALS	2460	2,588

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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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