



PORSCHE

News Release

June 1, 2012

No 23/12

Porsche Reports May Sales

New 911 sales up 43%

Atlanta – June 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 May 2012 sales of 2,852 vehicles. This compares to 2,817 vehicles last May, for an increase of one percent. For the year, Porsche has sold 13,448 cars in the U.S., which is a three percent increase over last year’s sales of 12,996.

“May was another solid month, especially for the new, seventh-generation 911,” said PCNA’s President and CEO, Detlev von Platen. “In addition, our Panamera model line scored a 22% increase over last year. We’re now looking forward to the arrival of our highly anticipated third-generation Boxster, which should help boost our sales growth once it comes to Porsche dealerships in the beginning of July.” “

With 878 sales of the new 911, the recently-launched iconic sports car showed a 43 percent increase over May 2011.

Porsche’s Approved Certified Pre-Owned vehicle sales set a record for the month of May 2012, with 871 vehicles sold compared to 750 last year – a 16 percent increase. Year-to-date, Porsche’s CPO sales are up 12 percent (4,025 vs. 3,597).

Model	April 2012	
	Current Year	Prior Year
ALL BOXSTER/CAYMAN	49	331
ALL 911	878	612
ALL CAYENNE	1174	1258
ALL PANAMERA	751	616
GRAND TOTALS	2852	2817

###

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 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/>.