



PORSCHE

News Release

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Porsche Reports 71 Percent Increase in Sales, Best Sales Month Ever

Year-to-date sales up 18 percent

Atlanta. 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 a record November 2012 sales of 3,865 vehicles. This compares to 2,255 vehicles sold last November, for an increase of 71 percent. November 2012 was the best sales month ever for Porsche in the United States. For the year, Porsche has sold 32,091 cars in the U.S., an 18 percent increase over the same period last year when 27,189 cars were sold.

The Porsche 911 and Cayenne SUV performed exceedingly well in November. Sales of the 911 increased by 94 percent versus the same period last year, and Cayenne sales increased by 80 percent over November 2011. The newly-launched Cayenne Diesel and Cayenne GTS models continue to impress, accounting for 38 percent of all Cayenne sales.

“Setting a historical monthly U.S. sales record is extremely rewarding and demonstrates the demand for all of the new cars we have launched in the last 12 months,” said Detlev von Platen, President and CEO, Porsche Cars North America. “We see this demand continuing into the near future and may allow us to set a sales record this year. Our product line-up is the freshest in our history and will remain so, evidenced by the global unveil of the all-new Cayman model at last week’s Los Angeles Auto Show.”

In addition to new vehicle sales, Porsche Approved Certified Pre-Owned vehicle sales were 720 for November 2012, a 30 percent increase over November 2011 (554). Year-to-date, Porsche has sold 8,797 CPO models, a 12.9 percent increase versus the same period last year.

Model	Sales			
	Nov. 2012	Nov. 2011	YTD 2012	YTD 2011
ALL BOXSTER/CAYMAN	471	167	2,917	3,045
ALL 911	765	395	8,009	5,593
ALL CAYENNE	1,949	1,085	13,980	12,148
ALL PANAMERA	680	608	7,131	6,403
GRAND TOTALS	3,865	2,255	32,091	27,189

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About Porsche Cars North America

Porsche Cars North America, Inc. (PCNA), based in Atlanta, Georgia, 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 191 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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