



PORSCHE

News Release

January 3, 2013

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Record global and U.S. sales fueled by Cayenne, 911 models

Porsche Reports Best-Ever Sales in 2012; 21 percent increase over 2011

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 it has achieved an all-time record for U.S. sales, with 35,043 cars sold in the U.S. in 2012. This compares to 29,023 cars sold in the U.S. in 2011, an increase of 21 percent. The previous record year for Porsche in the U.S. was 2007 when PCNA sold 34,693 cars. For December, PCNA sold 2,952 cars, an increase of 61 percent.

While final figures for Porsche AG global sales are not yet available, the company already surpassed its previous record of 118,868 in November, after selling 128,978 new vehicles to customers around the world by the end of that month.

Strong demand for the new 911 Carrera and Carrera S Coupe and Cabriolet models, which went on sale 2012, contributed to the successful year. PCNA sold 8,528 911s in 2012, compared to 6,016 in 2011, an increase of 42 percent. In 2013, Porsche will continue to roll out additional new models of the 7th generation 911, including the new Carrera 4 and Carrera 4S, which go on sale this month and will be joined in March by the new Carrera 4 and Carrera 4S Cabriolet.

Cayenne sales also continued to be extremely strong, heading into the twelfth year for the Cayenne model line. Porsche sold 15,545 Cayenne SUVs in 2012 compared to



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12,978 in 2011, an increase of 20 percent. Ten percent of the Cayenne models sold in 2012 were Diesel models, even though it just went on sale in September. The Cayenne continues to be a cornerstone of the Porsche lineup; in addition to the Diesel and GTS models added in 2012, the lineup will continue to grow in 2013 with the addition of the range-topping Turbo S, which will be shown for the first time at the North American International Auto Show in Detroit on January 14, 2013 and will go on sale this Spring.

Certified Pre-Owned Sales finished 2012 at 9,512 units, up 14 percent over 2011. The Porsche Certified Pre-Owned program continues to offer the opportunity for customers to experience a Porsche at many different price points.

“2012 was truly a momentous year for Porsche in the U.S.,” said Detlev von Platen, President and CEO, Porsche Cars North America. “Not only did we launch the all-new, seventh-generation 911, the completely redesigned Boxster and our first diesel model, we set records in nearly all aspects of our business, achieving top-tier results in many high-ranking industry quality and customer satisfaction studies while growing our share in the luxury market. Given that we achieved this with only a half-year of sales of the new Boxster and without any Cayman production, we are optimistic about the prospect of another successful year in 2013. We hope to solidify our position as the world’s strongest Porsche market and we look forward to the introduction of several new products in 2013, including the Cayenne Turbo S and Cayman this spring.”



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Model	December 2012		Year-to-Date	
	Current Year	Prior Year	Current Year	Prior Year
ALL BOXSTER/CAYMAN	385	105	3,356	3,150
ALL 911	519	423	8,528	6,016
ALL CAYENNE	1,565	830	15,545	12,978
ALL PANAMERA	483	476	7,614	6,879
GRAND TOTALS	2,952	1,834	35,043	29,023

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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 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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