



PORSCHE

News Release

November 9, 2012

No 51/12

On the path to success in the world's largest Porsche market

Two Premieres Planned for 2012 Los Angeles Auto Show

Atlanta. Porsche is continuing its sustained success in the U.S. with a world premiere and a North American premiere planned for the upcoming 2012 Los Angeles Auto Show.

The U.S. continues to be Porsche's largest market, with more than 28,226 vehicles delivered in the first ten months of this year. This represents a gain of 13 percent compared to last year during the same period, when 24,934 vehicles were sold. In October 2012 alone, 3,211 Porsche cars were delivered to customers in the U.S., a substantial increase of 41 percent over last October.

The world premiere of a compact sports car at the Los Angeles Auto Show will add impetus to this trend. Porsche will reveal the new vehicle to international media at 12:05 pm on Nov. 28 during a press conference at the Porsche show stand.

Celebrating its North American debut at the show is the 911 Carrera 4, which is distinguished by its prominent broad rear section and a red light strip between the rear lights. The typical Porsche all-wheel drive layout, which emphasizes power to the rear wheels, guarantees maximum driving performance on a wide variety of road surfaces and in all weather conditions. The 911 Carrera 4 was unveiled at the Paris International Motor Show in September.



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With these two U.S. sports car premieres, Porsche hopes to generate ideal conditions for continued sales success and growth in the world's largest Porsche market.

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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 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.

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