



PORSCHE

Porsche Enhances European Delivery Program

New improvements aimed at enthusiasts

ATLANTA – Feb. 27, 2012 – Porsche Cars North America today announced several enhancements to its European Delivery Program. The revised experience provides customers the opportunity to purchase their new Porsche vehicle from any participating authorized Porsche dealer in the U.S. and take delivery of their new car at their choice of one of the automaker's two German factories. The program is now offered at no additional charge to customers and includes access to discounted airfare and hotel accommodations.

Upon arrival in Germany, guests are provided with complimentary transportation from the airport to either Stuttgart-Zuffenhausen, where the iconic 911, Boxster and Cayman sports cars are manufactured, or to Leipzig where the Cayenne SUV and Panamera Sport Sedans are produced. The customer can choose either location, regardless of the model purchased.

Both locations offer a factory tour, allowing guests to see first-hand how a Porsche automobile is created. For owners that choose Stuttgart-Zuffenhausen, entry into the Porsche Museum is provided, where more than a half-century of Porsche sports and race car evolution is on display. Owners that choose the Leipzig factory will have the opportunity to drive a number of different Porsche models on the Test Track or test the capabilities of a Cayenne SUV off-road.

Upon arrival at the factory, owners are presented with the keys to their new Porsche, after a thorough presentation of their vehicle by a trained expert in an exclusive setting. Special photographic opportunities exist using either the Porsche Museum in Stuttgart or the "Porsche Diamond," the main building at Leipzig, as a backdrop.

Guests are then able to enjoy their new factory-fresh Porsche on the winding roads and autobahns of the region. The program allows guests to tour Europe, or stay in Germany for up to two weeks to explore the cities and countryside that inspired Porsche's unique design and exhilarating performance.

The comprehensive program, which started February 1st, 2012, includes factory delivery and all associated activities including temporary insurance, registration and winter tire usage (if needed). Shipment to the U.S. is included and can be handled by either factory. Further information is available at any authorized Porsche Dealer or online at www.porsche.com/usa.

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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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Note: Photos are available to accredited journalists on the Porsche Press Database at <http://press.porsche.com/>.

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