



**PORSCHE**

**News Release**

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**Porsche Reports September Sales up 26 percent over 2011**

YTD sales increase of 10.37 percent

**Atlanta** – October 2, 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 September 2012 sales of 2,736 vehicles. This compares to 2,170 vehicles sold last September, for an increase of 26.08 percent. For the year, Porsche has sold 25,015 cars in the U.S., a 10.37 percent increase over last September’s year-to-date sales of 22,664.

Sales of the Porsche Cayenne sport utility increased 47.3 percent for the month versus last September and the Panamera sport sedan was up 17.9 percent over the same period.

The Cayenne Diesel, which provides 406 lb.-ft of torque and a range of up to 765 miles on a tank of fuel, accounted for nearly 20 percent of Cayenne sales in September.

Porsche Approved Certified Pre-Owned vehicle sales were 871 for September 2012, a 22 percent increase over September 2011. Year-to-date, Porsche has sold 7,370 CPO models, an 11.7 percent increase versus 2011.

Model	September 2012	
	Current Year	Prior Year
<b>ALL BOXSTER/CAYMAN</b>	<b>251</b>	<b>222</b>
<b>ALL 911</b>	<b>509</b>	<b>504</b>
<b>ALL CAYENNE</b>	<b>1,370</b>	<b>930</b>
<b>ALL PANAMERA</b>	<b>606</b>	<b>514</b>
<b>GRAND TOTALS</b>	<b>2,736</b>	<b>2,170</b>

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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 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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