

Porsche Reports U.S. Retail Sales for September

01/10/2019 New 911 and Cayenne drive 9-month growth to 5.7 percent year-over-year

Porsche Cars North America, Inc. (PCNA), importer and distributor of the Porsche 911, 718 Boxster and Cayman, Taycan, Panamera, Cayenne, and Macan model lines, today announced September retail sales rose 2.2 percent from the same month a year ago to 5,213 vehicles. For the period January through September, total retail deliveries rose 5.7 percent from the same period last year to 45,062.

“September was a snapshot of the Porsche story. The heart of our brand, the next-generation 911, arrived in U.S. showrooms with a bang while the new Cayenne extended its winning streak as the sports car of SUVs. All of this was against the backdrop of the September 4 world premiere of the Taycan, the first all-electric Porsche, which starts reaching U.S. customers late this year,” said Klaus Zellmer, President and CEO of PCNA.

Sales of the Porsche 911 rose 24.3 percent from last September. The reengineered and redesigned Cayenne was up 30.7 percent from the same month in 2018.

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 1,827 vehicles in September, up 4.8 percent year-over-year.

Model	September Sales		Year-to-Date	
	2019	2018	2019	2018
ALL 911	911	733	6,321	7,013
ALL 718	271	329	3,203	4,300
ALL PANAMERA	377	651	5,016	6,369
ALL CAYENNE	1,512	1,157	14,331	6,841
ALL MACAN	2,142	2,232	16,191	18,103
GRAND TOTALS	5,213	5,102	45,062	42,626

MEDIA ENQUIRIES



Jade Logan

470-449-3805
jade.logan@porsche.us

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