



18/03/2022 CRM

CRM

2021

- 2021 Kelley Blue Book "–" Macan SUV
- 2021 WCA 911 2021 "" 90
- J.D. Power "APEAL" APEAL
- "SSI"SSI J.D. Power
- J.D. Power CSICSI
- 2020auto, motor und sport911 """"911 Cabriolet 911 Targa Taycan ""
- ""Bild am SonntagAuto Bild Panamera 2021""
- Auto BildSchwacke18 "" 911 Carrera 4S PDK 57.95% 2021 2021 TÜV Auto Bild TÜV-Report 2021911 ""
- 2021Sport Auto Awards 911 Taycan Turbo SCayenne Turbo Coupé SUV

- Top Gear 911 GT3 "Chris Harris 2021 " Mission R "2021 "
- The Sunday Times The Times Taycan Cross Turismo "2021 " 911 GT3 "2021"GQ 911 Turbo Cabriolet "2021 "

2015 41% 2019 48% 2030

70 230,000

PEC 2021 10 1 150,000

2021 SCOPES Driven by Porsche SCOPES

"" Driven by Dreams

2021 7 "The Art of Drive" ""·Annie ClarkThe Art of Drive VogueWired

Global Gallery

128 900 ""Destination Porsche 10 2030 600 5

e Porsche NOW

eee 2021 7 1 e 2023 25 e

ePorsche NOW Porsche NOW Porsche Exclusive Manufaktur

Porsche NOW 2021

2019 10 2020 1,700 2021 5,800 2020 1.6 2021 5

101 24

2022 B 2 C

POSPOS IT

2021 1 7 15 31 2022

My Porsche My Porsche My Porsche

2021

"" 20 200,000 6,500 50 kW IONITY Electrify America Electrify Canada

IONITY 400 2025 1,000 7,000 1,500 2025 7 IONITY

"" 74 3,300 54 800V Turbo

"Mobile Charger Connect" 11 kW 9.6 kW Porsche Charging Dock Porsche Compact Charging Pedestal

HEM

Porsche Charging Pre-Check Porsche Home Check Porsche Home Check

Porsche Drive 3 6 48 2021 6

Porsche Drive 6 48 Taycan 6

Porsche Drive 3 28 19 PCNA Porsche Drive – "Porsche Drive ""Porsche Drive – " 14

2021 AI 90 ""

Marco Schubert 2021 71- Barbara Frenkel Barbara Frenkel

Sarah Simpson 2021 9 1 Marcus Eckermann Marcus Eckermann Sarah Simpson 2010

91 Daniel Schmollinger PCAP PGA Sam Curtis

Jacqueline Smith-Dubendorfer 10 1 2019

2021 TAG Heuer Carrera 2019

Olivier Rousteing Panamera Balmain Olivier Rousteing 1985 École supérieure des arts et techniques

de la mode (ESMOD) 25 2011 Balmain Yves Saint Laurent

Richard Phillips Taycan

RM Sotheby's 20 Richard Phillips Taycan 50 Suisse culture Sociale Richard Phillips Queen of the Night
Taycan 4S Taycan Porsche Exclusive Manufaktur

911

Aimé Leon Dore ALD 5 21 23 911 Super Carrera 911 Fuchs ALD 2020 911 Carrera 4964 911 SC

NFT

2021 8 Peter Varga NFT Taycan Cross Turismo 911 SuperRare 30.25 8 Viva con Agua

The Art of Dreams "" Cyril Lancelin "Remember your dreams" 2021 10 15 24 Palais Galliera, Musée
de la Mode de la Ville de Paris The Art of Dreams 2022 Gravity Peak

2021 "-Porsche Awards 2021 – For Young Talents in Advertising" 178 7 "" Short Advertising Content
Tight Frame Katarzyna Jarecka Jakub Skitek "" Long Advertising Content Eugen Merher Get Married
Again "Driven by Dreams" Absent Libby Burke Wilde

IAA Mobility Wittelsbacher-X 911 "" Sara Nuru, Tim Bengel, Patrick Dempsey Alvaro Soler Steven
Gätjen

12 Sime Darby Berhad

SCOPES Driven by Porsche 2021 8

PEC Franciacorta 6029

432.1 Carousel

2024

Sonderwunsch

Sonderwunsch Paolo Barilla Porsche Exclusive Manufaktur 1985 60 911 GT3 992 911 GT3 992 7
Sonderwunsch Barilla Porsche Exclusive Manufaktur Style Porsche

2021 11 Red Bull King of the Air Duotone Liam Whaley Rita Arnaus "" Robert Ader ""

2.0 Duotone Academy App Duotone 2021 12 14 Google Play App Store

GT 7 Porsche Vision Gran Turismo Polyphony Digital Inc. 950

GT 7 PlayStation 4 PlayStation 5 2022 3 4 2017 Taycan Turbo S

Vision Gran Turismo

MEDIA ENQUIRIES

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Consumption data

911 Carrera 4

Fuel consumption / Emissions

WLTP*

WLTP 10.9 – 10.3 /100 km

WLTP 247 – 234 /km

CO2 class G Class

911 Turbo Cabriolet

Fuel consumption / Emissions

WLTP*

WLTP 12.5 – 12.1 /100 km

WLTP 284 – 275 /km

CO2 class G Class

Taycan Cross Turismo

Fuel consumption / Emissions

WLTP*

WLTP 24.8 – 21.3 kWh/100 km

WLTP 0 /km

CO2 class A Class

911 Carrera

Fuel consumption / Emissions

WLTP*

WLTP 10.8 – 10.3 /100 km

WLTP 245 – 233 /km

CO2 class G Class

Taycan 4S

Fuel consumption / Emissions

WLTP*

WLTP 24.1 – 19.8 kWh/100 km

WLTP 0 /km

CO2 class A Class

911 Targa 4

Fuel consumption / Emissions

WLTP*

WLTP 10.9 – 10.5 /100 km

WLTP 247 – 238 /km

CO2 class G Class

911 GT3

Fuel consumption / Emissions

WLTP*

WLTP 13.0 – 12.9 /100 km

WLTP 294 – 293 /km

CO2 class G Class

Taycan Turbo S

Fuel consumption / Emissions

WLTP*

WLTP 23.4 – 22.0 kWh/100 km

WLTP 0 /km

CO2 class A Class

911 Carrera 4S

Fuel consumption / Emissions

WLTP*

WLTP 11.1 – 10.2 /100 km

WLTP 253 – 231 /km

CO2 class G Class

*Further information on the official fuel consumption and the official specific CO emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, COEmissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Link Collection

Link to this article

<https://newsroom.porsche.com/zh/company/annual-sustainability-report-2021/sales-production/sales.html>

Media Package

<https://pmdb.porsche.de/newsroomzips/d4ea4795-896a-46a2-b4cb-85d40c37b0fb.zip>