

Porsche Reports U.S. Retail Sales for August

04/09/2019 SUV and two-door demand drives monthly growth for 6.2 percent gain year-to-date

Porsche Cars North America, Inc. (PCNA), importer and distributor of the Porsche 911, 718 Boxster and Cayman, Panamera, Cayenne, and Macan model lines, today announced August retail sales rose 13.5 percent from the same month a year ago to 4,636 vehicles. For the period January through August, total retail deliveries were 39,849, an increase of 6.2 percent from the same period last year.

“It is humbling to see such a sustained level of customer excitement for Porsche so far this year. The next-generation Cayenne, in particular, is living up to its reputation as the sports cars in the SUV segment,” said Klaus Zellmer, President and CEO of PCNA.

Sales of the redesigned Cayenne were nine times higher in August compared to a year earlier, when inventory of the outgoing generation was low. The 718 Boxster also enjoyed fresh demand, with sales up 2.7 percent. The next generation 911 will appear in U.S. showrooms shortly, which is expected to ignite deliveries of the Porsche icon.

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 2,166 vehicles in August, up three percent year-over-year.

Model	August Sales		Year-to-Date	
	2019	2018	2019	2018
ALL 911	382	885	5,410	6,280
ALL 718	339	388	2,932	3,971
ALL PANAMERA	423	560	4,639	5,718
ALL CAYENNE	1,454	143	12,819	5,684
ALL MACAN	2,038	2,107	14,049	15,871
GRAND TOTALS	4,636	4,083	39,849	37,524

MEDIA ENQUIRIES



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