



PORSCHE

News Release

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## **Porsche regains top spot for Sales Satisfaction in 2021 J.D. Power study**

*Porsche sales experience ranks highest among premium brands*

**Atlanta, Georgia.** For the third time in four years, new car customers rated Porsche as the top premium brand in the J.D. Power 2021 U.S. Sales Satisfaction Index (SSI) StudySM released today. This follows two previous wins this year in key J.D. Power studies: Porsche was number one among premium brands in both the 2021 Customer Service Index (CSI) Study and 2021 Automotive Performance, Execution and Layout (APEAL) Study.

In the annual SSI Study, Porsche regained the top spot that it held consecutively in 2018 and 2019. The brand's overall score of 833 points improved by eight points over 2020 to lead both the premium and mass market categories.

“This is a fantastic response from our growing community of Porsche customers, built on the dedication and creativity of our dealers. To both I have to say a big ‘Thank you!’” said Kjell Gruner, President and CEO of PCNA. “Together with our dealers nationwide, we continue to invest in dealerships as destinations, enhancing our digital retail touchpoints and strengthening the Porsche culture and sense of community among our customer base. I am grateful to see customers feeling ever more at home and well cared for as they select their dream Porsche.”

The SSI Study provides an analysis of the purchase experience from a customer perspective. It is based on responses from 35,387 people who purchased or leased new vehicles between March and May 2021.



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Customers rated brands on various aspects of the new car buying process. Favorable responses for Porsche were led by dealership personnel, the delivery process and working out the details of the transaction. The brand was also ranked above its peers in its effectiveness in explaining the features of new cars to customers.

Through the first nine months of the year, PCNA U.S. retail deliveries achieved a record of 51,615 vehicles, 29.9 percent higher than in January-September 2020 and 14.5 percent better than the same period in the pre-pandemic year 2019.

**About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA**

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of the Porsche 911, 718 Boxster, 718 Cayman, Macan, Cayenne, Panamera and Taycan. Headquartered in Atlanta, Georgia, since 1998, PCNA is also home to the first Porsche Experience Center in North America featuring a module-based 1.6 mile driver development track, business center, and fine dining restaurant, 356. The company operates a second Porsche Experience Center near Los Angeles. That 53-acre complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, and Restaurant 917. PCNA supports 193 independently owned and operated Porsche dealerships in the U.S., including supplying parts, service, marketing, and training. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the Porsche brand's 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. PCNA is an indirect wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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