



PORSCHE

News Release

Oct 1, 2020

No. 73/20

Porsche Reports Third Quarter U.S. Retail Deliveries

First positive quarter of 2020 reflects ongoing recovery from pandemic impact

Atlanta, Georgia. Porsche Cars North America, Inc. (PCNA) today announced third quarter U.S. retail deliveries rose 5.0 percent from the same period a year ago, continuing a recovery trend from coronavirus lockdowns in the first half of 2020. PCNA is the sole licensed importer and distributor of the Porsche 911, 718 Boxster, 718 Cayman, Macan, Cayenne, Panamera and Taycan.

Retail deliveries by the 192 independently owned and operated U.S. dealers totaled 15,548 from July through September. The year-over-year increase in the quarter means that for the first nine months of 2020, sales were 11.8 percent below the same period in 2019, which was a record year for PCNA deliveries. This marks an improvement from the end of Q2, when sales for the first six months were down 20.1 percent year-over-year.

“The third quarter remained challenging for many people, so I am grateful to our customers for their enthusiasm and to our dealers and their employees for the energy they continue to bring to Porsche,” said Joe Lawrence, Executive Vice President and Chief Operating Officer of PCNA. “We’ve never had such an exciting lineup in U.S. showrooms – with demand for the new all-electric Taycan growing to the point that it was our third best-selling model line this quarter, just behind the Macan and Cayenne. Our thrilling cars and the legendary customer experience provided by Porsche dealers are contributing to an ongoing recovery.”

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 7,661 vehicles from July through September, up 26.4 percent year-over-year.



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Model	July-September		Difference
	2020	2019	
ALL 911	1,567	1,701	-7.9%
ALL 718	1,084	1,048	3.4%
ALL TAYCAN	1,858	n/a	n/a
ALL PANAMERA	1,064	1,276	-16.6%
ALL CAYENNE	4,509	4,300	4.9%
ALL MACAN	5,466	6,480	-15.6%
Total	15,548	14,805	5.0%

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 192 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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