



PORSCHE

News Release

October 1, 2019

No. 82/19

Porsche Reports U.S. Retail Sales for September

New 911 and Cayenne drive 9-month growth to 5.7 percent year-over-year

Atlanta, Georgia. 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



PORSCHE

News Release

October 1, 2019

No. 82/19

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 and 718 Cayman; Macan and 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 191 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.

Follow us: twitter.com/porsche | facebook.com/porsche

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