



PORSCHE

News Release

April 1, 2021

No. 33/21

Porsche Reports Q1 2021 U.S. Retail Sales

Strong start to year across model lines 718, 911, Cayenne, Macan and new Taycan

Atlanta, Georgia. Porsche Cars North America, Inc. (PCNA) today announced U.S. retail deliveries in the first three months of 2021 totaled 17,368, up 44.8 percent from the same period a year earlier. The result was just shy of a record 17,560 deliveries in the fourth quarter of last year, meaning PCNA has now seen its two best quarters ever back-to-back and the third positive quarter in a row in terms of year-over-year growth.

PCNA is the sole licensed importer and distributor of the Porsche 911, 718 Boxster, 718 Cayman, Macan, Cayenne, Panamera and Taycan.

“Porsche passion is alive and well in the United States. These results are a testament to the drive of our dealers and colleagues as well as the strongest lineup of cars we’ve ever had – from the 911 to our first electric sports car, the Taycan,” said Kjell Gruner, President and CEO of PCNA. “We are able to deliver exceptional experiences to our existing customers while also exciting new audiences. We have ambitious goals for the future and will continue to forge ahead, exceeding expectations along the way.”

Q1 deliveries of the Porsche 911 rose 7.4 percent from a year earlier while the 718 Boxster and 718 Cayman combined more than tripled. Both SUV models, the Cayenne and Macan, performed strongly. Customer demand for the all-electric Taycan drove deliveries to the highest level yet of any quarter since it first arrived at dealers in December 2019, helped in part by the arrival of the latest variant, the Taycan rear-wheel drive model.

Porsche Approved Certified Pre-Owned (CPO) U.S. sales in the first quarter totaled 7,107 vehicles, up 22 percent from a year earlier.



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Model	January-March Sales		Year to Date	
	2021	2020	2021	2020
ALL 911	2,782	2,590	2,782	2,590
ALL 718	1,506	400	1,506	400
ALL TAYCAN	2,008	221	2,008	221
ALL PANAMERA	451	1,184	451	1,184
ALL CAYENNE	4,230	3,822	4,230	3,822
ALL MACAN	6,391	3,777	6,391	3,777
GRAND TOTALS	17,368	11,994	17,368	11,994

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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