



PORSCHE

Press release

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Macan and Panamera models drive growth

Porsche enjoys its most successful first half year in its history

Stuttgart. Porsche has seen a clear upwards trend in the first six months of this year: With 126,497 vehicles delivered worldwide, Dr. Ing. h.c. F. Porsche AG exceeded the high figure from the previous year by seven per cent in the first half of 2017. The sports car manufacturer has never before delivered so many vehicles in the first six months of a year. The Macan remains the main driver of this growth and the highest-volume model line. However, it is the new Panamera that has achieved the strongest percentage growth in the first six months of the year, with sales of the four-door sports car seeing an increase of 54 per cent. China has established itself as the largest single market, with a significant increase of 18 per cent to 35,864 vehicles.

According to Detlev von Platen, Member of the Executive Board responsible for Sales and Marketing, the figures prove that the new Panamera has provided Porsche with a huge boost. “The enthusiastic response from customers has been overwhelming. The plug-in hybrid versions and the new Sport Turismo version of the Panamera will provide us with even more momentum”, explains the Member of the Executive Board. “The highly attractive products and unique brand experience that Porsche offers are the foundation of our success”, Platen continues.

Alongside the Panamera, the Macan recorded two-digit growth in the first half of 2017: Deliveries of the sporty SUV increased by eleven per cent, reaching the 50,000 mark. Figures for the 718 Cayman and Boxster models and the Cayenne also increased. The Cayenne was the second most popular Porsche model line with 35,601 vehicles delivered.

The US market ranked behind the Chinese market during the reporting period with 27,568 deliveries. In Germany, the sports car manufacturer remained at the record level achieved in the previous year. At 15,474 units, vehicle deliveries to customers increased by one percent.

PORSCHE AG Deliveries	1st half of year		
	2017	2016	Difference (%)
Worldwide	126,497	117,963	+7%
Europe	42,972	40,646	+6%
Germany	15,474	15,299	+1%
America	33,428	31,912	+5%
USA	27,568	26,708	+3%
Asia-Pacific, Africa and Middle East	50,097	45,405	+10%
China	35,864	30,440	+18%

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