



PORSCHE

News Release

November 1, 2019

No. 91/19

### Porsche Reports U.S. Retail Sales for October

*Year-to-date deliveries up 6.5 percent, led by next-generation 911 and refreshed Macan*

**Atlanta, Georgia.** Porsche Cars North America, Inc. (PCNA), importer and distributor of the Porsche 911, 718 Boxster and Cayman, Macan, Cayenne, Panamera and Taycan model lines, today announced October retail sales rose 13.1 percent from the same month a year ago to 5,447 vehicles – the strongest monthly performance this year. For the year through October, total retail deliveries rose 6.5 percent from the same period in 2018 to 50,509.

“I think our customers appreciate the range of model choices we offer, whether they are excited by the latest generation of our iconic 911 or an SUV with the heart of a sports car,” said Klaus Zellmer, President and CEO of PCNA. “Adding the all-electric Taycan to our portfolio gives those customers even more options for Porsche thrills once we start deliveries late this year.”

October retail sales of the Porsche 911 rose 65 percent from a year ago as the eighth generation model reached showrooms. The refreshed Macan was up 19.2 percent from October 2018.

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 2,138 vehicles in October, up 24.6 percent year-over-year.

Model	October Sales		Year-to-Date	
	2019	2018	2019	2018
ALL 911	1,302	789	7,623	7,802
ALL 718	239	317	3,442	4,617
ALL PANAMERA	360	541	5,376	6,910
ALL CAYENNE	1,216	1,215	15,547	8,056
ALL MACAN	2,330	1,955	18,521	20,058
<b>GRAND TOTALS</b>	<b>5,447</b>	<b>4,817</b>	<b>50,509</b>	<b>47,443</b>



PORSCHE

News Release

November 1, 2019

No. 91/19

**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](https://twitter.com/porsche) | [facebook.com/porsche](https://facebook.com/porsche)

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