



PORSCHE

News Release

August 26, 2021

No. 70/21

Porsche now offers customers U.S. new car inventory online

Porsche Finder is one-stop platform to locate the car of your dreams

Atlanta, Georgia. Finding the perfect Porsche is now easier than ever: Porsche Cars North America (PCNA) has expanded its e-commerce platform Porsche Finder (finder.porsche.com) to include all new vehicle inventory from its 193 U.S. dealerships. U.S. customers now have a one-stop online shop for searching based on their dream specifications and beginning the process of purchasing a vehicle from the Porsche dealer.

Porsche Finder offers an easily searchable database of all new vehicle inventory at authorized Porsche dealers as well as a full set of options for key following steps, including estimating a trade-in value and comparing financing options from Porsche Financial Services. The expansion to new cars follows the introduction of Porsche Finder in May 2020 for Certified Pre-Owned and other used Porsche cars in dealer inventory.

The addition of new cars into Porsche Finder reflects Porsche's global commitment to an omnichannel strategy for digital access to the brand. The ultimate goal is to create a digital marketplace that ensures the same legendary experience for all Porsche products and services.

"The fact that our U.S. customers can now jumpstart buying a new Porsche digitally is a win for them – and for dealers," said Dr. Kjell Gruner, President and CEO of PCNA. "Porsche drivers have high standards. They often know exactly what they want and do detailed research before making a purchase. This upgrade helps them do that."



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Customers looking to buy a new car type their ZIP code into finder.porsche.com along with the desired model. Porsche Finder's razor-focused search pinpoints exactly what customers desire when it comes to options such as exterior color, equipment and body type by exploring detailed photos and data incorporated into each section of the shopping experience. Customers can also search a specific dealer's inventory. From there, they receive a detailed list of new cars from their preferred dealer.

Porsche Finder also now features a payment calculator for estimating lease and finance terms and an online credit application tool, both powered by Porsche Financial Services, Inc. (PFS), as well as integrated Kelley Blue Book ® Trade-in Values. Customers can also learn more about products such as tire and wheel protection during the credit application process. Once an interested customer has found their dream car, these new features make it even easier to bring it home. For owners who plan to trade in a vehicle, a tool provided by Kelley Blue Book gives a trade-in value range. The site also provides estimated payment information, and it lets customers apply for financing and a retail installment sales contract or lease with the dealer. This lets customers finalize more paperwork from home, allowing customers and dealers to spend more of their time together on the cars themselves.

Developed in cooperation with Porsche Digital, the Porsche Finder platform is optimized for mobile and tablet devices. In coming months, Porsche Finder will unveil additional enhancements and features to create a seamless buying journey across the Porsche ecosystem partnering closely with our dealers to ensure a truly omnichannel approach.



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

About Porsche Financial Services, Inc.

Porsche Financial Services, Inc. (PFS), based in Atlanta, Georgia, is the dedicated provider of leasing and financing products for Porsche in the United States. Founded in 1991, PFS provides custom financial solutions and products to Porsche customers and dealers in the United States. In 2012, PFS expanded its North America operations to become the captive finance provider for the exclusive brands of the VW Group which include Bentley, Lamborghini, and Bugatti. As an integrated premium financial services provider, every new product – whether it be a leasing offer or a service offer – contains the DNA of some of the world's most exclusive vehicle manufacturers.