



PORSCHE

News Release

Dec 3, 2018

No. 91/18

Porsche Reports November 2018 U.S. Retail Sales

All-time record month puts Porsche ahead 3.1 percent year-to-date

Atlanta, Georgia. Porsche Cars North America, Inc. (PCNA), importer and distributor of the Porsche 911, 718 Boxster and Cayman, Panamera, Cayenne, and Macan model lines, today announced November retail sales of 5,673 vehicles. This was an all-time monthly record, breaking the previous high set in April. The total was up 2.1 percent from November 2017. U.S. retail sales for the first 11 months were 3.1 percent ahead of the same period last year, totaling 53,116.

November sales drivers included continued strong Macan demand, the new generation Cayenne and another robust month for the Panamera. The iconic Porsche 911 accelerated to more than 1,000 deliveries in a month for the first time this year.

“Porsche is focused on providing what our customers want from a superb sports car, whether two-door or four-door,” said Klaus Zellmer, President and CEO of PCNA. “The November results confirm what we have seen all year, that the thrill of driving a Porsche of your choice resonates with existing customers and new fans.”

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 1,846 vehicles in November, up 5.8 percent year-over-year.

Model	November Sales		Year-to-Date	
	2018	2017	2018	2017
ALL 911	1,056	976	8,858	8,197
ALL 718	422	522	5,039	4,786
ALL PANAMERA	800	729	7,710	6,276
ALL CAYENNE	1,294	1,347	9,350	12,263
ALL MACAN	2,101	1,981	22,159	19,985
GRAND TOTALS	5,673	5,555	53,116	51,507



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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 and 718 Cayman; Macan and Cayenne; and Panamera. 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 employs over 300 people who provide parts, service, marketing, and training for 190 dealers. 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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