



PORSCHE

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75 per cent of Macan customers are new customers

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Stuttgart. In 2014, Porsche AG delivered 189,850 new cars to customers all over the world – an increase of 17 per cent over the previous year. In December 2014, the Stuttgart sports car manufacturer also broke the 20,000 unit barrier (+39 % compared to the same month the previous year) by delivering 20,644 cars for the first time in one month. The new Cayenne generation in particular experienced strong demand in China in the reporting month: over 6,400 units mean that deliveries almost doubled compared to December 2013.

“For the fourth record year in a row there are very specific reasons: fascinating products and highly motivated employees,” said Bernhard Maier, Member of the Executive Board Sales and Marketing of Dr. Ing. h.c. F. Porsche AG. “On top of that, our brand experienced an additional upswing in 2014 as a result of the successful launch of the Macan. Worldwide, seventy-five per cent of Macan customers were first-time buyers of a Porsche car.”

In 2014, Porsche sold more cars in all regions and on all markets. The United States ranked number one with over 47,000 new cars delivered. The Chinese market recorded the largest growth with an increase of 25 per cent to exactly 46,931 units delivered. On the domestic market in Germany, almost 24,000 customers opted for a Porsche model, more than ever before.

The Porsche Macan, the new sporty compact SUV, was especially popular in the world in 2014 and the fifth model series sold about 45,000 units in the first year of its launch. The Stuttgart sports car manufacturer delivered 13 per cent more Panamera sports saloons than in the previous year. With over 30,000 units of the 911 sold, the sports car icon also ranks above the figures for the previous year.

PORSCHE AG Deliveries	December			January - December		
	2014	2013	Variance (%)	2014	2013	Variance (%)
World	20,644	14,855	39.0	189,849	162,145	17.1
Europe	6,339	5,018	26.3	60,805	51,049	19.1
Germany	1,620	1,428	13.4	23,841	20,638	15.5
America	4,162	3,900	6.7	55,811	49,562	12.6
USA	3,275	3,246	0.9	47,007	42,323	11.1
Asia Pacific, Africa and Mideast	10,143	5,937	70.8	73,233	61,534	19.0
China	6,427	3,312	94.1	46,931	37,425	25.4

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Porsche model range 911: combined fuel consumption 12,4–8,2 l/100 km; CO₂ emissions 289–191 g/km; efficiency class: G–F

Porsche model range Boxster/Cayman: combined fuel consumption 9,0–7,9 l/100 km; CO₂ emissions 211–183 g/km; efficiency class: G–F

Porsche model range Cayenne: combined fuel consumption 11,5–6,6 l/100 km; CO₂ emissions 267–173 g/km; efficiency class: F–B

Porsche Cayenne S E-Hybrid: combined fuel consumption 3,4 l/100 km, combined energy consumption 20,8 kWh/100 km; combined CO₂ emissions 79 g/km; efficiency class: A+

Porsche model range Panamera: combined fuel consumption 10,7–6,4 l/100 km; CO₂ emissions 249–169 g/km; efficiency class: F–B

Porsche Panamera S E-Hybrid: combined fuel consumption 3,1 l/100 km, combined energy consumption 16,2 kWh/100 km; combined CO₂ emissions 71 g/km; efficiency class: A+

Porsche model range Macan: combined fuel consumption 9,2–6,1 l/100 km; CO₂ emissions 216–159 g/km; efficiency class: E–B

Porsche 918 Spyder: combined fuel consumption 3,1–3,0 l/100 km, combined energy consumption 12,7 kWh/100 km; CO₂ emissions 72–70 g/km; efficiency class: A+