



PORSCHE

News Release

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Porsche Moving to Quarterly Reporting of U.S. Retail Sales in 2020

Change takes effect at start of 70th anniversary year for Porsche in North America

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 it will begin reporting vehicle sales on a quarterly basis instead of monthly sales reporting. The change will be effective immediately, with a first quarter sales report becoming available in April 2020.

“Monthly sales figures rarely capture the overall picture of how our business is developing,” said Klaus Zellmer, President and CEO of Porsche Cars North America, Inc. “While we are very proud of ten consecutive years of annual growth in the U.S., quarterly reporting better aligns with the Porsche premium brand positioning that is focused on performance and experience.”

The new decade marks Porsche’s 70th anniversary of its North American debut, which started in 1950 with the first three cars sold by New York dealer Max Hoffman.

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.

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