

Company Aug 1, 2019

## Porsche Reports Record U.S. Retail Sales in July

No summer slowdown as monthly and year-to-date sales both increase



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 July retail sales rose 23.3 percent year-over-year to a new record for the month of 4,956 vehicles. In the period January through July, Porsche dealers delivered a total of 35,213 new cars, up 5.3 percent from a year ago.

"The new generation Cayenne and refreshed Macan models are thrilling even more U.S. customers as the sports cars of the SUV market," said Klaus Zellmer, President and CEO of PCNA.

Deliveries of the redesigned Cayenne quadrupled in July from a year ago, when the previous generation was selling out. Macan sales for July were up 8.8 percent compared to July 2018. Sales of the next generation 911 will commence shortly with the latest Porsche icon promising to once again set new standards in its segment.

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 2,069 vehicles in July, up 18.4 percent year-over-year.

Model	July Sales		Year-to-Date	
	2019	2018	2019	2018
ALL 911	408	524	5,028	5,395
ALL 718	438	531	2,593	3,583
ALL PANAMERA	476	585	4,216	5,158
ALL CAYENNE	1,334	266	11,365	5,541
ALL MACAN	2,300	2,114	12,011	13,764
<b>GRAND TOTALS</b>	<b>4,956</b>	<b>4,020</b>	<b>35,213</b>	<b>33,441</b>



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