Porsche Reports First Quarter U.S. Retail Deliveries

01/04/2020 Priority in time of uncertainty is support for customers, dealers, employee

Porsche Cars North America, Inc. (PCNA) today announced a year-on-year decline in first quarter U.S. retail deliveries as the coronavirus pandemic slowed overall automotive sales. PCNA is the sole licensed importer and distributor of the Porsche 911, 718 Boxster and Cayman, Macan, Cayenne, Panamera and Taycan model lines. Retail deliveries by the 192 independently owned and operated U.S. dealers totaled 11,994 from January through March, down 20.2 percent from a year ago, after a record 2019 that marked a decade of sustained growth.

“PCNA has three clear priorities in these times: protecting the health of our staff, supporting the mobility needs of our customers, and helping our dealer partners remain vital economic contributors in their communities,” said Klaus Zellmer, President and CEO of PCNA. “Amid near-term uncertainty, our goal is stability and assistance for all of our stakeholders. This will also prepare us to rebound all the more energetically when the time comes.”

As part of meeting its responsibilities, PCNA has successfully transitioned all employees to teleworking except for essential on-site support personnel, who are following CDC guidelines including social distancing. For customers and dealers, PCNA is making online vehicle sales more accessible and supporting both home delivery for new vehicles and home pick-up and drop-off for service appointments. In addition, Porsche Financial Services (PFS) is offering up to a six-month extension on lease contracts for all requests received through April 30, 2020.

Among the model lines, first-quarter deliveries of the new, all-electric 2020 Taycan totaled 221 of the Taycan Turbo and Turbo S variants, in line with expectations as supply continues to ramp-up ahead of an anticipated launch of the 4S model in the second quarter. Deliveries are expected to grow amid strong demand in the U.S., which received the first Taycan cars worldwide in late December 2019. Supply is now being shared with other global markets as well.

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 5,827 vehicles from January through March, up 1.08 percent year-over-year.

Model	January-March		
	2020	2019	Difference
ALL 911	2,590	2,894	-10.5%
ALL 718	400	665	-39.8%
ALL TAYCAN	221	n/a	n/a

ALL PANAMERA	1,184	1,698	-30.3%
ALL CAYENNE	3,822	5,559	-31.2%
ALL MACAN	3,777	4,208	-10.2%
TOTAL	**11,994**	**15,024**	**-20.2%**

MEDIA ENQUIRIES



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