Porsche Starts 2019 With Record U.S. Retails Sales in January

01/02/2019 Following a record 2018, deliveries for the month increased 12.5 percent

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 that January retail sales climbed 12.5 percent from a year earlier to 5,419. The total marked an all-time January record, following a record year in 2018.

The new, more powerful Cayenne drove the month's growth as S and Turbo models rounded out the lineup on showroom floors. Deliveries of all three variants combined rose 65.1 percent in January year-on-year to 2,150 vehicles. The iconic Porsche 911 also charged ahead, increasing 29.1 percent to 1,101 deliveries ahead of the arrival of the next generation later this year.

"We are grateful to see the year start strong for our 191 U.S. Porsche dealer partners," said Klaus Zellmer, President and CEO of PCNA. "After celebrating 70 years of Porsche sports cars last year, this month's record deliveries show that we are successfully combining our rich heritage with the innovation customers want today."

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 1,562 vehicles in January.

Model	January Sales		Year-to-Date	
	2019	2018	2019	2018
ALL 911	1,101	853	1,101	853
ALL 718	263	415	263	415
ALL PANAMERA	487	610	487	610
ALL CAYENNE	2,150	1,302	2,150	1,302
ALL MACAN	1,418	1,636	1,418	1,636
GRAND TOTALS	5,419	4,816	5,419	4,816

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart