Porsche Reports Q2 2021 U.S. Retail Sales

01/07/2021 New records set in the second quarter and first six months of 2021

Porsche Cars North America, Inc. (PCNA) today announced U.S. retail deliveries in the second quarter of 2021 totaled 18,958 vehicles, up 55.5 percent from the same period in 2020. The result was an all-time quarterly record, helping PCNA achieve its best-ever first half for retail sales. Deliveries in the first six months rose 50.2 percent to total 36,326 from January through June. PCNA is the sole licensed importer and distributor of the Porsche 911, 718 Boxster, 718 Cayman, Macan, Cayenne, Panamera and Taycan.

"The Porsche community of passionate customers is growing, and we are thrilled to welcome them. All of our cars are outperforming expectations, from the iconic 911 to our electric sports car, the Taycan, and our best-selling SUVs," said Kjell Gruner, President and CEO of PCNA. "We have great momentum for this year, thanks to a fresh and exciting product line as well as our commitment with our dealers to delivering superb customer experiences."

Second quarter deliveries of the Porsche 911 rose 3.6 percent from a year earlier. The Taycan's popularity continued to accelerate, with deliveries in the first half already exceeding all of 2020, helped by new variants. Both SUV models, the Cayenne and Macan, performed strongly, as did the Panamera, which was up 45.2 percent as the refreshed model arrived in dealerships. The 718 Boxster and 718 Cayman – led by the new GT4 and GTS models – nearly doubled sales in the quarter from a year earlier.

Porsche Approved Certified Pre-Owned (CPO) U.S. sales rose 12 percent in Q2 to 7,477, for a total in the first half of 14,580 vehicles, up 16 percent from a year earlier.

Model	April-June Sales		Year to Date	
	2021	**2020**	2021	**2020**
ALL 911	2,326	2,245	5,108	4,835
ALL 718	906	472	2,412	872
ALL TAYCAN	3,359	818	5,367	1,039
ALL PANAMERA	1,265	871	1,716	2,055
ALL CAYENNE	6,004	3,822	10,234	7,644
ALL MACAN	5,098	3,964	11,489	7,741
TOTAL	**18,958**	**11,994**	**36,326**	**24,186**

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