Porsche Reports Record Retail Sales in February

01/03/2019 Cayenne and 911 lead double-digit growth year-over-year

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 February retail sales rose 10.1 percent from a year earlier to 4,826. It was a second record month in a row, getting 2019 off to a strong start.

The new Cayenne performed impressively, with 1,762 vehicles delivered or 67.6 percent more than in February 2018. The iconic Porsche 911 was up 27.9 percent to 990 deliveries for the month, ahead of the arrival of the next generation later this year.

“Our 191 U.S. Porsche dealer partners offer a tremendous customer experience,” said Klaus Zellmer, President and CEO of PCNA. “These customer relationships, combined with the fascination and product range of Porsche cars, are responsible for another stellar month.”

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 1,925vehicles in February, up 12.3 percent year-over-year.

Model	February Sales		Year-to-Date	
	2019	2018	2019	2018
ALL 911	990	775	2,091	1,628
ALL 718	163	448	426	863
ALL PANAMERA	508	602	995	1,212
ALL CAYENNE	1,762	1,051	3,912	2,353
ALL MACAN	1,403	1,506	2,821	3,142
GRAND TOTALS	4,826	4,382	10,245	9,198

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