# Porsche Sets U.S. Retail Sales Record in 2018

03/01/2019 Deliveries increased 3.2 percent to 57,202, marking nine years in a row of growth

**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 December retail sales of 4,086. With that, 2018 sales reached a U.S. record of 57,202, an increase of 3.2 percent from the previous record in 2017. It was the ninth consecutive year of growth for PCNA and the seventh record year in a row.

The Macan led the pack with more than 23,500 deliveries in 2018, up 9.7 percent. In its second year as a new generation model, the Panamera also scored double-digit percentage growth with sales of 8,042. The iconic Porsche 911 roared ahead 7.6 percent to 9,647 sales, helped by strong demand for GT models. For December alone, the new Cayenne was the best-selling vehicle in the month as the Cayenne S and Turbo variants joined the lineup for the first time.

“Porsche and our 190 independent U.S. dealer partners are grateful for the excitement our cars are generating among customers,” said Klaus Zellmer, President and CEO of PCNA. “A record 2018 is an excellent starting point for an even more dynamic 2019, when highlights will include the market entry of the next-generation 911, the updated Macan, and the launch of our first all-electric sports car, the Taycan, late in the year.”

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 2,278 vehicles in December, up 5.9 percent year-over-year. For 2018, CPO sales were up 20.7 percent with 23,046 deliveries.

| Model | December Sales | | Year-to-Date | |
|---|---|---|---|---|
| | 2018 | 2017 | 2018 | 2017 |
| ALL 911 | 789 | 773 | 9,647 | 8,970 |
| ALL 718 | 237 | 301 | 5,276 | 5,087 |
| ALL PANAMERA | 332 | 455 | 8,042 | 6,731 |
| ALL CAYENNE | 1,383 | 940 | 10,733 | 13,203 |
| ALL MACAN | 1,345 | 1,444 | 23,504 | 21,429 |
| **GRAND TOTALS** | 4,086 | 3,913 | 57,202 | 55,420 |

## Link Collection

Link to this article
https://newsroom.porsche.com/en_US/company/porsche-cars-north-america-2018-record-sales-18346.html

Media Package
https://pmdb.porsche.de/newsroomzips/13e3157d-0dcb-42cb-9dfc-65a1b1b0e984.zip

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