

Successful first six months

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08/07/2014 Porsche handed over more new cars to customers in the first six months of 2014. Compared to the period of January to June 2013, the number of vehicles delivered rose by almost eight per cent to 87,800 units.

In the first six months, the new Panamera Gran Turismo was especially in demand and around 13,500 units were delivered – a rise of 28 per cent. Almost one in ten customers opted for the efficient and sporty plug-in hybrid model.

Well positioned to face current challenges

“We can look back on a very successful first six months of 2014 – despite sometimes volatile economic conditions and highly different trends on individual automotive markets,” said Bernhard Maier, Member of the Executive Board Sales and Marketing of Dr. Ing. h.c. F. Porsche AG. “With our present model line-

up we are well positioned to face current challenges. In the second half of the year, we will keep our foot on the accelerator with the world-wide launch of the Macan and other model innovations."

Increased sales in all key regions

In the first six months of 2014, Porsche increased sales in all key regions. There was a particularly strong response from European customers. The number of units sold rose by 14 per cent to almost 30,000 deliveries. Of these, 12,300 units were sold in the home market of Germany. In the United States the sports car manufacturer recorded 23,000 new cars delivered – a growth of eight per cent compared to the period January to June 2013. In China Porsche reports a rise of eight per cent with 19,800 cars in the first six months of 2014. The majority of deliveries worldwide were registered by the Cayenne with 37,200 units, followed by the 911 model series (15,615 units to be precise).

All deliveries at a glance:

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