

Porsche reports Q3 2021 U.S. retail sales

01/10/2021 Deliveries for year so far are strong amid high demand across model lines

Porsche Cars North America, Inc. (PCNA) today announced U.S. retail deliveries in the third quarter of 2021 totaled 15,289 vehicles, down 1.7 percent from the same quarter a year ago due mainly to global automotive supply chain headwinds. Still, deliveries for the first nine months achieved a record of 51,615 vehicles, 29.9 percent higher than in January-September 2020 and also better than the same period in the pre-pandemic year 2019.

PCNA is the sole licensed importer and distributor of the Porsche 911, 718 Boxster, 718 Cayman, Macan, Cayenne, Panamera and Taycan.

“Demand is as strong as we’ve ever seen – helped by being able to provide the most complete and attractive experience ever, from the range of fresh, relevant and desirable cars, to the ownership experience and level of personalization we now offer, and to the commitment and expertise of our dealers. It’s not one initiative, but many working in parallel – a great, global team effort,” said Kjell

Gruner, President and CEO of PCNA. "We just saw this emotional connection confirmed by the latest J.D. Power APEAL Study of customer experience with a new car, which ranked Porsche as the number one premium brand for the third year in a row."

Third quarter growth in deliveries was led by the 911, which was up 3.4 percent from Q3 last year and 5.1 percent year-to-date compared to the first nine months of 2020. Retail sales of the all-electric Porsche Taycan edged 0.2 percent ahead of the previous year's quarter and more than doubled year-to-date from the same period in 2020. Cayenne and Panamera deliveries in the third quarter also rose from a year earlier.

Porsche Approved Certified Pre-Owned (CPO) U.S. sales declined 8 percent in Q3 from the same period a year earlier, to 7,071, for a total in the first nine months of 21,648 vehicles, up 7 percent from the third quarter of 2020.

Model	July-September Sales		Year to Date	
	2021	**2020**	2021	**2020**
ALL 911	1,621	1,567	6,729	6,402
ALL 718	753	1,084	3,165	1,956
ALL TAYCAN	1,861	1,858	7,228	2,897
ALL PANAMERA	1,090	1,064	2,806	3,119
ALL CAYENNE	4,874	4,509	15,108	12,153
ALL MACAN	5,090	5,466	16,579	13,207
TOTAL	**15,289**	**15,548**	**51,615**	**39,734**

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