

1st quarter: over 38,500 vehicles sold

09/04/2014 In the first three months of this year Porsche AG handed over more than 38,500 vehicles to its customers.

“In the first quarter we're above last year's good figures in every market,” says Bernhard Maier, Member of the Executive Board Sales and Marketing of Porsche AG. “That says a lot about the great appeal of our brand and the fascinating attraction of our products. We are now turning over a new leaf with the Macan. On the occasion of the market launch in Europe last weekend we welcomed tens of thousands of customers, potential customers and fans of the brand to our Porsche Centres.”

From January to March 2014 Porsche recorded growth in every region. In China around 9,900 new cars were supplied to customers, an increase of 12 per cent compared to the same period last year. In the US-market too, the 911, Boxster, Cayman, Cayenne and Panamera sports cars were very popular, achieving sales of more than 10,000 units (+5.0 %). Globally the Panamera is in great demand: in the year-to-date Porsche delivered more than 6,600 of the sports saloons to its customers, equating to a year-on-year increase of 17 per cent.

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