

911 Carrera S - Cartagena Yellow Metallic

Porsche wins two top honors in Newsweek's 2026 Readers Choice awards

01/07/2026 2026 Porsche 911 named Best New Car; Porsche recognized for Best Brand Dealership Experience

ATLANTA. Porsche Cars North America, Inc. (PCNA) today announced that it has been recognized with two honors in the 2026 Newsweek Readers' Choice™ Awards, with readers naming the 2026 Porsche 911 as Best New Car and Porsche as the winner of Best Brand Dealership Experience.

"Today's automotive industry is being reshaped by connected technology, advanced safety, and the evolving ways people move through their lives," says Ryan Kinney, Senior Vice President, Research Strategy & Revenue of Newsweek. "Newsweek's Readers' Choice™ Awards recognize the brands earning the trust and favor of readers experiencing these changes firsthand—consumers who research, buy, drive, and depend on these vehicles every day. We congratulate this year's winners on receiving a

powerful endorsement from those who know these vehicles best."

"This recognition is especially meaningful because it comes directly from consumers," said Timo Resch, President and CEO of Porsche Cars North America. "The Porsche 911 remains the benchmark sports car, and being recognized for our dealership experience reflects the dedication of our dealers across the country who strive every day to deliver an exceptional level of service."

Winners are selected through a nationwide four-week public voting process conducted by Newsweek. Consumers voted for the brands and products they believed stood out for quality, performance and overall customer experience.

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