

Porsche reports U.S. retail sales for first quarter of 2024

10/04/2024 Taycan and 911 models showed year-over-year improvements in the month of March.

Atlanta. Porsche Cars North America, Inc. (PCNA) today announced that first-quarter retail deliveries in the United States totaled 13,429 cars. Demand remained stable across model lines as Porsche continued to inspire customers through not only its current lineup of sports cars but also with exciting new additions on the way, such as the Macan electric, and new Panamera and Taycan Turbo GT models.

“We are seeing sustained interest in our vehicles – a situation that will become more apparent as the supply restrictions due to regulatory requirements that affected us at the start of the year are now easing,” said Timo Resch, President and CEO of PCNA. “We are in a great position in terms of new models – with the new Macan electric and the new Taycan revealed and the new Panamera arriving in showrooms shortly, and there are still one or two surprises still to come as we look forward to the most diverse and accomplished range of cars we’ve ever had in the US.”

Great demand for the all-electric Macan

The supply-constrained first quarter performance was led by the Macan and Cayenne. Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 10,372 vehicles in the first quarter of 2024, up 16 percent from the same quarter in 2023 and a record for highest quarterly sales volume in PCNA history.

MEDIA ENQUIRIES



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Consumption data

Cayenne S E-Hybrid (WLTP)*: Fuel consumption weighted combined: 4.5 – 4.0 l/100 km; Fuel consumption with depleted battery combined: 10,6 – 9,8 l/100 km; Electrical consumption weighted combined: 19.9 – 19.1 kWh/100 km; CO_2 emissions weighted combined: 103 – 90 g/km; CO_2 class weighted combined: C – B; CO_2 class with depleted battery: G

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Image Sublines

Path: media/Images/img_1.jpg
Title: Timo Resch
Subline: Timo Resch, President and CEO of Porsche Cars North America, Inc.

Path: media/Images/img_2.jpg
Title: Q1 (January - March) Sales
Subline: PCNA is reporting new car sales from January 3, 2024, to March 31, 2024.

Link Collection

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