

Porsche delivers 80,767 cars in first quarter

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17/04/2023 Strong start in 2023: in the first quarter, Porsche delivered 80,767 cars to customers worldwide – more than ever before. This represents an increase of 18 per cent compared to the previous year.

Porsche has started its anniversary year with an increase in deliveries of 18 per cent. In the first three months of 2023, the sports car manufacturer delivered 80,767 vehicles to customers worldwide.

"We are pleased with this outstanding result. It shows the strong demand for our products and the strength of our brand." said Detlev von Platen, Executive Board Member for Sales and Marketing at Porsche AG. "It's particularly pleasing that we were able to post gains in every sales region – in spite of the still volatile economic situation and limited parts availability."

China and North America with significant year-on-year increase

In Europe, Porsche delivered 18,420 cars in the first quarter, marking a year-on-year increase of 14 per cent over the same period in 2022. In the company's home market, Germany, the number of vehicles delivered also rose to 8,247, representing an increase of 19 per cent. In China, the largest single market for Porsche, the sports car manufacturer made 21,365 deliveries between January and March, an increase of 21 per cent year-on-year. A major reason for this is, that the country continues to recover from the pandemic-inducted impact.

In North America, Porsche delivered 19,651 vehicles to customers, a gain of 30 per cent. In the overseas and emerging markets, 13,084 cars were delivered to customers, an increase of 5 per cent.

SUVs remain extremely popular

SUV models remain extremely popular among Porsche customers. In total, 23,880 examples of the Porsche Macan were delivered to customers (+30 per cent).

The Cayenne recorded 23,387 deliveries (+23 per cent). The iconic 911 sports car still remains a customer favourite: 11,063 examples went out to customers worldwide (+19 per cent). A total of 8,479 models from the Panamera range were delivered (+10 per cent).

In the first quarter, 9,152 customers took delivery of the all-electric Taycan (-3 per cent). The reason for the decline are the still existing supply bottlenecks in the supplier industry, which are having a particular impact on the electric sports car. The 718 Boxster and 718 Cayman models contributed a further 4,806 deliveries (+6 per cent).

"Our focus is on value-oriented growth. We pursue the goal of always producing one vehicle less than the market demands," says Detlev von Platen. "The good start makes us confident for the rest of the year. At the same time, we remain vigilant and flexible in an environment that remains challenging."

Porsche AG Deliveries	**January – March**		
	2022	**2023**	**Difference**
Worldwide	**68,426**	**80,767**	**+18%**
Germany	6,925	8,247	+19%
North America	15,167	19,651	+30%
China	17,685	21,365	+21%
Europa (excluding	16,186	18,420	+14%

Germany)			
Overseas and Emerging Markets	12,463	13,084	+5%

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Consumption data

Taycan Turbo S Cross Turismo (Predecessor model)

*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).

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