Porsche Cars Canada reports its 2020 sales results

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07/01/2021 New vehicle sales reach 7,402 units.

Porsche Cars Canada, Ltd. (PCL), importer and distributor of Porsche vehicles in Canada, reported sales of 7,402 units in 2020.

\"After a challenging start to the second quarter, including a factory hiatus as well as several lockdowns on the provincial level, the brand and the entire dealer network were able to pivot, providing a strong rebound in the third and fourth quarters,\" said Marc Ouayoun, President & CEO, Porsche Cars Canada, Ltd. \"This was the result of tremendous support across the country paired with an attractive product offering for our customers as well as a redirected focus towards contactless and digital services.\"

With factory closures and provincial lockdowns affecting sales operations, the Porsche brand saw a decrease of 46.7% after Q1 and Q2 versus 2019, delivering 2,334 units. The third and fourth quarters, however, saw an unprecedented rebound with 5,068 units retailed, a 7.1% increase over the same period in the previous year.

A key to these results was Porsche's first all-electric sportscar, the Taycan, with 844 units delivered. This success positively positions the brand for the launch of the second fully electric model, the Taycan Cross Turismo, in 2021. These models are part of the company's overall ambitious plans for the future, including the investment of six Billion Euros in electro-mobility by 2022, in addition to climate-neutral e-fuel development.

Overall, Porsche concluded the year with a decrease of 18% over the same period the year prior.
The Canadian total light vehicle market registered a decrease of 19.7% in 2020.*

About Porsche Cars Canada, Ltd.
Established in 2008, Porsche Cars Canada, Ltd. (PCL) is the exclusive importer and distributor of the Porsche 911, 718 Boxster and 718 Cayman, Taycan, Panamera, as well as Cayenne and Macan. Headquartered in Toronto, Ontario, since 2017, PCL employs a team of more than 50 in sales, aftersales, finance, marketing, retail development, and public relations. They, in turn, work to provide Porsche customers with a best-in-class experience in keeping with the brand's 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. In 2019, a Parts Distribution Centre opened its doors in Mississauga to service the countrywide network of 21 Porsche Centres. PCL is the dedicated subsidiary of Porsche AG, headquartered in Stuttgart, Germany. In 2020,

Porsche sold 7,402 units in Canada, a decrease of 18% over the prior year.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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*Source: DesRosiers Automotive Consultants Inc. (DAC), Association of International Automobile Manufacturers of Canada (AIAMC), Canadian Vehicle Manufacturers' Association (CVMA) Market Snapshot 2020

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