

The top seller in the third quarter was the Macan

Porsche reports Q3 2025 U.S. retail sales

09/10/2025 Robust demand sees YTD deliveries rise 5.6 percent vs 2024 with 57,099 new cars sold across all model lines.

Atlanta, Georgia. Porsche Cars North America, Inc. (PCNA) announced today that third-quarter retail deliveries totaled 18,403 cars contributing to overall sales of 57,099 cars in the first nine months of the year – up 5.6 percent year-to-date (YTD) over 2024. The 718, Macan and Panamera posted significant gains YTD, while third-quarter sales of the Taycan and Macan Electric performed well.

Notably, Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. for Q3 reached 12,232 units, a new PCNA quarterly record. Year-to-date, CPO sales stand at 35,439, representing a 13 percent increase compared to the same point last year.

"Porsche remains strong in the United Sates. This is in no small part because of the support and loyalty of each customer during this time of unprecedented change," said Timo Resch, President and CEO of

PCNA. ☒Choice is vital and what our customers look for, and we're able to provide it – as illustrated by the new Cayenne Electric that will join the Cayenne gasoline and plug-in hybrid models by year's end."

Compared to the same period in 2024, sales in Q3 saw a decrease of 4.9 percent, driven in part by restricted supply. The top seller in the third quarter was the Macan, with 6,599 deliveries, followed by the Cayenne and 911, with 4,294 and 3,448 deliveries, respectively.

	July-Sept Sales		Year to Date	
Model	2024	**2025**	2024	**2025**
ALL 911	4.121	3,448	10,841	**8,872**
ALL 718	1,709	**1,719**	3,821	**5,398**
ALL TAYCAN	1,340	**1,553**	3,394	**3,636**
ALL PANAMERA	852	**790**	2,527	**3,410**
ALL CAYENNE	5,339	**4,294**	15,507	**14,621**
ALL MACAN	5,989	**6,599**	17,993	**21,162**
TOTAL	19,350	**18,403**	54,083	**57,099**

PCNA follows the U.S. Auto Industry Sales Release Schedule issued by Motor Intelligence. Third quarter new car sales began on July 1, 2025, and ended on September 30, 2025.

MEDIA ENQUIRIES



Frank Wiesmann

Manager, Product Communications, Motorsport and Brand Heritage
Porsche Cars North America
404-539-5031
frank.wiesmann@porsche.us



Jennifer Pifer Bixler

Corporate Spokesperson
470-827-1201
Jennifer.Bixler@porsche.us

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