

Porsche has again delivered more vehicles in the first half of the year

12/07/2018 The positive trend has continued: With 130,598 vehicles delivered worldwide in just the first six months of 2018, Porsche AG has exceeded the previous record high from last year by another three per cent, making the first half of 2018 the most successful in the company's history.

The Panamera enjoyed the strongest percentage growth: By the end of June, Porsche had delivered 20,500 units of the four-door sports car, almost double the figure from the same period of the previous year. The 911 also saw double-digit growth with an increase of 28 per cent, amounting to 21,400 vehicle deliveries. The highest-volume series continue to be the Macan with 46,600 vehicles delivered and the Cayenne with 28,700 deliveries.

“In the year of our '70 years of Porsche sports cars' anniversary, we are especially pleased that our icon, the 911, continues to enjoy a very strong momentum,” said Detlev von Platen, Member of the Executive Board responsible for Sales and Marketing at Porsche AG. “That shows how strong and in demand our brand is.”

China remains the strongest individual market

In its home market of Germany, Porsche saw an increase of eleven per cent in the first half of 2018 and nine per cent in Europe as a whole. China remains the strongest individual market for Porsche with 33,363 vehicles delivered, ahead of the USA (29,421 vehicles). The decline in deliveries in China by seven per cent is mainly due to the reduction in import tariffs which came into force on July 1, 2018. Since this measure was announced, a significant number of customers have refrained from making purchases. “The political and economic situations in our main markets, especially in China and the USA, are considerable challenges at the moment. In Europe, we are preparing our model range for future emission standards. Due to our positive development in the first six months, we are nevertheless confident that we will reach last year’s high levels this year as well,” said von Platen.

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart