

Porsche Starts 2019 With Record U.S. Retail Sales in January

03/12/2018 Following a record 2018, deliveries for the month increased 12.5 percent

Atlanta, Georgia. Porsche Cars North America, Inc. (PCNA), importer and distributor of the Porsche 911, 718 Boxster and Cayman, Panamera, Cayenne, and Macan model lines, today announced November retail sales of 5,673 vehicles. This was an all-time monthly record, breaking the previous high set in April. The total was up 2.1 percent from November 2017. U.S. retail sales for the first 11 months were 3.1 percent ahead of the same period last year, totaling 53,116.

November sales drivers included continued strong Macan demand, the new generation Cayenne and another robust month for the Panamera. The iconic Porsche 911 accelerated to more than 1,000 deliveries in a month for the first time this year.

“Porsche is focused on providing what our customers want from a superb sports car, whether two-door or four-door,” said Klaus Zellmer, President and CEO of PCNA. “The November results confirm what we have seen all year, that the thrill of driving a Porsche of your choice resonates with existing customers and new fans.”

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 1,846 vehicles in November, up 5.8 percent year-over-year.

Model	November Sales		Year-to-Date	
	2018	2017	2018	2017
ALL 911	1,056	976	8,858	8,197
ALL 718	422	522	5,039	4,786
ALL PANAMERA	800	729	7,710	6,276
ALL CAYENNE	1,294	1,347	9,350	12,263
ALL MACAN	2,101	1,981	22,159	19,985
GRAND TOTALS	5,673	5,555	53,116	51,507

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