

Porsche reports record U.S. retail sales for first quarter 2025

08/04/2025 Sports car maker breaks Q1 record set in 2023.

Atlanta. Porsche Cars North America, Inc. (PCNA) today announced that first-quarter retail deliveries in the United States totaled 18,884 vehicles, up 40.6 percent from the first quarter of 2024 and up 8.1 percent, from the previous first-quarter record set in 2023. Demand is robust across most model lines and deliveries increased significantly after the supply-constrained first quarter of 2024.

"Despite the challenges facing the automotive industry today, Porsche is on solid footing in the United States," said Timo Resch, President and CEO of PCNA. "These record-breaking numbers would not be possible without the enthusiasm of our long-time customers and, of course, those new to the brand. We are grateful for the tremendous response to the new models and powertrains – many of which were introduced very recently. In addition, I am thankful for our teams in our Porsche Centers, in the field and at our headquarters in Atlanta, Georgia for their relentless commitment to supporting our customers."

The Macan, a standout performer, led the quarter's record performance with 7,486 SUVs sold. Notably,

the Macan Electric accounted for 44.6 percent of Macan sales for the year to date.

Two-door sports cars also posted significant gains. The 911 achieved 2,086 retail sales, while deliveries of the 718 totaled 1,476 units in the first quarter.

Year-to-date, Cayenne sales totaled 5,331 and Panamera 1,486.

Thanks to the success of the Macan BEV, 23 percent of all Porsche vehicles sold in the first quarter were fully electric. Taycan sales totaled 1,019 this quarter, slightly down from the same period in 2024.

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 11,587 vehicles in the first quarter of 2025, up 11.7 percent from the same quarter in 2024.

Model	**Q1 (January-March) Sales**	
	2024	**2025**
ALL 911	1,930	2,086
ALL 718	797	1,476
ALL TAYCAN	1,247	1,019
ALL PANAMERA	523	1,486
ALL CAYENNE	3,261	5,331
ALL MACAN	5,671	7,486
TOTAL	**13,429**	**18,884**

PCNA is reporting new car sales from January 3, 2025, to March 31, 2025.

MEDIA ENQUIRIES



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