Porsche increases number of global deliveries in 2019 by ten percent

13/01/2020 In 2019 Porsche delivered 280,800 vehicles to its customers around the world, ten percent more than in the previous year.

The Cayenne and Macan model series in particular saw significant growth: the Cayenne was delivered 92,055 times worldwide, an increase of 29 percent year-on-year. The current model has been available on all markets since 2019, as a plug-in hybrid since recently. Spring also saw the market introduction of the Cayenne Coupé, a further, even sportier derivative. A total of 99,944 Macan vehicles were delivered to customers – an increase of 16 percent compared with 2018.

“We are delighted about this great result, which shows the worldwide customer excitement for our sports cars and we are also proud that we have further strengthened the appeal of our brand and the customer experience with new approaches,” says Detlev von Platen, Member of the Executive Board for Sales and Marketing at Porsche AG. “We are optimistic that we can maintain the high levels of demand in 2020 – also thanks to a host of new models and full order books for the Taycan.”

Strongest growth in Germany and Europe

On the company's domestic market and throughout the European market, Porsche generated the strongest growth in 2019 with a plus of 15 percent in each case. 31,618 vehicles were delivered in Germany and 88,975 vehicles throughout Europe. The sports car manufacturer also recorded an increase in its two largest markets. In China, 86,752 vehicles were handed over to customers, amounting an increase of eight percent compared with 2018. In the USA, Porsche also grew its delivery figures by eight percent to 61,568. Consequently, the sports car manufacturer defied the trend towards a weakening overall economic climate in both markets. 116,458 Porsche vehicles were delivered to customers in the Asia-Pacific, Africa and Middle East regions – an increase of seven percent compared with 2018.

Australia

Porsche Cars Australia delivered 4,141 vehicles in 2019, an increase of 6.4 percent compared to 2018. Model sales were as follows: Macan 2,009; Cayenne 1,352; 911 504; Cayman 156; Boxster 89; Panamera 51.

PORSCHE AG	Full years		
	2018	2019	Difference

Deliveries			
Worldwide	256,255	280,800	10%
Europe	77,216	88,975	15%
Germany	27,541	31,618	15%
America	70,461	75,367	7%
USA	57,202	61,568	8%
Asia-Pacfic, Africa, Middle East	108,578	116,458	7%
China	80,108	86,752	8%

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Alexis Truscott

Head of Public Relations, Porsche Cars Australia
+61 (3) 9473 0926
alexis.truscott@porsche.com.au

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