

Porsche reports U.S. retail sales for Q4 and full-year 2021

04/01/2022 New U.S. record set as demand grows across product lines from 911 and Taycan to SUVs

Atlanta, Georgia. Porsche Cars North America, Inc. (PCNA) today announced retail deliveries in 2021 totaled 70,025 new vehicles – PCNA's best year ever, up 22 percent from the year before and 14 percent above the previous record set in 2019. Fourth quarter deliveries also achieved a new high for the final three months at 18,410, or 5 percent above the same quarter in 2020. Orders ended the year at the highest level recorded, with customer demand across all model lines and all three powertrains: electric, plug-in and combustion.

"I'd like to thank our loyal customers and welcome every new friend who joined the Porsche family in 2021. Our sales were driven by the strongest and most exciting lineup of cars we've ever had, combined with a shared commitment with our dealers to raising the bar for customer experience," said Kjell Gruner, President and CEO of PCNA. "It was a fascinating year, as sales of the Taycan more than doubled while the 911 benefited from the growing popularity of the icon's latest generation. We worked together with our dealer network to meet and perhaps exceed the expectations of our

customers when it comes to enjoying a Porsche – as confirmed by top rankings from J.D. Power for both sales and service satisfaction. Overall, we enter the new year with even greater momentum for the Porsche brand in America."

Deliveries of the Porsche 911 outpaced Taycan sales for 2021 as a whole after trading places in previous quarters. The 911 totaled 10,042 deliveries, an increase of 14 percent from the year before. Overall full-year performance was led by the Macan and Cayenne, for a combined record of 42,015 SUV deliveries. The 718 Cayman and 718 Boxster were up 25 percent and the Panamera by 10 percent. Fully electric cars made up 13.5 percent of all deliveries in 2021, for a combined electrified share of 17 percent including plug-in hybrids.

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 8,377 vehicles in the fourth quarter, up18 percent. For the full year 2021, CPO sales were up 10 percent for a record 30,024 deliveries. This means that PCNA and its dealers, for the first time, delivered more than 100,000 cars in total to customers when new and CPO Porsche models are combined, for a 2021 total of 100,049.

Model	**Full Year**	
	2020	**2021**
ALL 911	8,840	10,042
ALL 718	3,447	4,292
ALL TAYCAN	4,414	9,419
ALL PANAMERA	3,870	4,257
ALL CAYENNE	18,092	17,299
ALL MACAN	18,631	24,716
GRAND TOTALS	**57,294**	**70,025**
Model	**Q4 (October-December) Sales**	

	2020	2021
ALL 911	2,438	3,313
ALL 718	1,491	1,127
ALL TAYCAN	1,517	2,191
ALL PANAMERA	751	1,451
ALL CAYENNE	5,939	2,191
ALL MACAN	5,424	8,137
GRAND TOTALS	**17,560**	**18,410**

PCNA is reporting new car sales from January 5, 2021 to December 31, 2021.

MEDIA ENQUIRIES



Jennifer Pifer Bixler

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

Consumption data

911 Carrera GTS (Predecessor model)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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