

Porsche delivers 155,945 vehicles in the first half of the year

09/07/2024 In the year of product launches, Porsche maintains stable sales in the first half of 2024: a total of 155,945 vehicles were handed over to customers worldwide between January and June.

This corresponds to a moderate decrease of seven percent compared to the previous year. With the Cayenne, Panamera, Macan, Taycan and 911, the sports car manufacturer is currently updating five of its six model series. The associated transitions are complex and temporarily lead to gaps in the range in individual markets and model series. Nevertheless, Porsche has shown itself to be robust over the past six months.

"With the most powerful model range in the company's history, we are sending out a clear signal. Our customers can rely on us. Even in a globally challenging market environment, we deliver inspiring sports cars with unique performance, many innovations and a high degree of individualization," says Detlev von Platen, Member of the Executive Board for Sales and Marketing at Porsche AG. "In the first half of 2024, we were once again able to rely on our very well-balanced sales structure in our sales regions and compensate for challenges in individual markets. This gives us stability and confirms that we will

continue to consistently pursue our strategy of value-oriented sales in the future."

Growth in Europe

In Europe (excluding Germany), Porsche delivered 38,611 vehicles in the first half of the year, an increase of six percent compared to the same period last year. In the home market of Germany, the number of vehicles delivered even rose by 22 percent. A total of 20,811 units were handed over to customers. In China, the sports car manufacturer delivered 29,551 vehicles from January to June, a decrease of 33 percent. The main reasons for this still are the ongoing tense economic situation in the Chinese market and the focus on value-oriented sales. In North America, Porsche delivered 39,558 vehicles to its customers, a decrease of six percent. Following customs-related delays in the delivery of some vehicle models in the first quarter, the region was able to catch up noticeably, posting its strongest quarterly performance. In the overseas and emerging markets, 27,414 vehicles were handed over to customers. This corresponds to the high level of the previous year.

Great demand for the all-electric Macan

With 54,587 units, the Porsche Cayenne recorded the most deliveries in the first half of the year (+16 percent). The Porsche Macan went to 39,167 customers. This represents a drop of 18 percent, which is due to the model changeover in many markets. Detlev von Platen: "The new all-electric generation of the SUV recorded a very pleasing order intake. The first vehicles will be handed over to customers in the second half of the year."

The iconic 911 sports car continues to be very popular with customers: 28,212 911s were delivered worldwide (+ eight percent). The Panamera went to 13,255 customers (-25 percent). The decline can be explained by the current model change. This also applies to the Taycan. In the first half of the year, 8,838 customers took delivery of the Taycan (-51 percent). The 718 Boxster and 718 Cayman models achieved 11,886 deliveries, which corresponds to growth of 8 percent.

"In 2024, we will put the most powerful Porsche product portfolio of all time on the road. We will continue to focus on a triad of drive systems: fully electric vehicles, plug-in hybrids and emotional combustion engines," says Detlev von Platen. “With this triad, we believe we are well positioned for the future and have an attractive offering for all customers - regardless of preferences and developments in the individual regions of the world."

Porsche AG Deliveries	**January – June**		
	2023	**2024**	**Difference**
Worldwide	**167,354**	**155,945**	**-7%**

Germany	17,118	20,811	+22%
North America	41,937	39,558	-6%
China	43,832	29,551	-33%
Europe (excluding Germany)	36,574	38,611	+6%
Overseas and emerging markets	27,893	27,414	-2%

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Consumption data

911 Carrera GTS (WLTP)*: Fuel consumption combined: 10.6 – 10.1 l/100 km; CO_2 emissions combined: 242 – 230 g/km; CO_2 class: G

Taycan Turbo (WLTP)*: Electrical consumption combined: 20.0 – 17.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Macan Turbo (WLTP)*: Electrical consumption combined: 20.6 – 18.3 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Panamera Turbo E-Hybrid (WLTP)*: Fuel consumption weighted combined: 4.3 – 3.5 l/100 km; Fuel consumption with depleted battery combined: 11,0 – 10,0 l/100 km; Electrical consumption weighted combined: 19.8 – 18.8 kWh/100 km; CO_2 emissions weighted combined: 99 – 81 g/km; CO_2 class weighted combined: C – B; CO_2 class with depleted battery: G

Cayenne GTS Coupé (WLTP)*: Fuel consumption combined: 12.7 – 12.1 l/100 km; CO_2 emissions combined: 290 – 277 g/km; CO_2 class: G

*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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