

Porsche delivers 122,306 sports cars in the first half of the year

10/07/2026 Dr. Ing. h.c. F. Porsche AG delivered a total of 122,306 vehicles to customers in the first half of 2026 (previous year: 146,391), representing a decline of 16 per cent. The main reasons include the end of production of the combustion-engined 718, strong demand for the all-electric Macan in the same period last year, and the expiration of tax incentives for electric and hybrid vehicles in the United States.

At the same time, the 911 model line continues to enjoy strong customer demand. In the first half of this year, deliveries increased by 19 per cent compared to the previous year. This was driven by sustained demand and the phased introduction of various derivatives last year. Across all model lines, there was a balanced mix of derivatives, with a significant proportion of GTS, Turbo and GT models. Overall, the sales structure remained well balanced across the individual sales regions.

“With around 122,000 customer deliveries in the first half of 2026, we are below the same period last year but in line with our expectations,” says Matthias Becker, Member of the Executive Board for Sales and Marketing at Porsche AG. “We have been delivering the Cayenne Electric to our customers since

the end of June and we are pleased with the positive feedback from our dealer network. The recently unveiled new products, such as the 911 GT3 S/C and the Taycan's E-Shift system featuring virtual gear changes, will also delight Porsche fans around the world. We are already receiving very positive feedback from the industry media."

North America remains the largest sales region

Among the sales regions, North America remains at the top with 37,712 deliveries. The decline of around 13 per cent can be attributed, among other factors, to the expiration of tax incentives for electric and hybrid vehicles as well as the end of production of the combustion-engined 718. Porsche's home market of Germany recorded 14,938 deliveries, down six per cent compared to the same period last year. In Europe (excluding Germany), Porsche delivered 30,278 cars in the first half of the year, a decline of 14 per cent. The main reasons include the end of production of the combustion-engined 718 and the strong performance of the Macan Electric in the previous year.

In China, 14,501 vehicles were delivered to customers, a decrease of 32 per cent. The main reasons remain the challenging market environment and Porsche's continued focus on value-oriented sales. In the Overseas and Emerging Markets region, Porsche delivered 24,877 cars, representing a decline of 18 per cent. Contributing factors again included the end of production of the combustion-engined 718, as well as the conflict in the Middle East.

Cayenne is the strongest model line

Among the model lines, the Cayenne achieved the highest demand with 38,141 deliveries (-9 per cent). The Cayenne Electric has been gradually introduced to markets since the end of June, with customers now receiving the first deliveries. The iconic 911 sports car was delivered to 30,534 customers between January and June, representing an increase of 19 per cent compared to the same period last year.

A total of 35,315 Macan models were delivered. Of these, 19,695 examples were combustion-engined models, which Porsche continues to offer alongside the electric version in most countries outside the EU. Production of the combustion-engined Macan will continue until the end of July 2026. The Macan Electric accounted for 15,620 units. In total, this represents a decline of 22 per cent for the Macan model line compared to the previous year. The key factors behind this include the slower-than-expected ramp-up of electromobility, the strong performance last year, and the expiration of tax incentives for electric and hybrid vehicles in the US.

In the first half of the year, 9,308 examples of the Panamera model line were delivered to customers. The decline of 38 per cent was primarily due to a temporary product gap in China, one of the strongest Panamera markets. This gap was closed with the introduction of the market-specific Panamera Pure edition, which launched in April.

The 718 Boxster and 718 Cayman achieved 2,789 deliveries, down 73 per cent from the previous year. Production of the 718 model line ended in October 2025. In total, 6,219 Taycan models were delivered in the first half of the year, a decline of 25 per cent.

Looking ahead to the remainder of the year, Becker continues: “We are consistently aligning our offering with customer demand and further sharpening our model portfolio. In the autumn, we will present additional details of our Strategy 2035 as part of our Capital Markets Day."

Porsche AG	**January - June**		
Deliveries	**2025**	**2026**	**Difference**
Worldwide	**146,391**	**122,306**	**-16%**
Germany	15,973	14,938	-6%
North America	43,577	37,712	-13%
China	21,302	14,501	-32%
Europe (excluding Germany)	35,381	30,278	-14%
Overseas and Emerging Markets	30,158	24,877	-18%

Consumption data

Cayenne Coupé Electric (WLTP)*: Electrical consumption combined: 21.4 – 19.1 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Cayenne Turbo Coupé Electric (WLTP)*: Electrical consumption combined: 22.1 – 19.9 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Cayenne S Coupé Electric (WLTP)*: Electrical consumption combined: 21.2 – 18.9 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*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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