

Porsche reports U.S. retail sales for first quarter 2026

10/04/2026 16,517 customer deliveries across all model lines driven in part by strong 911 demand.

ATLANTA. Porsche Cars North America, Inc. (PCNA) today announced that U.S. retail deliveries totaled 16,517 vehicles in the first quarter of 2026. While overall results declined 12.5 percent from the same period last year, largely due to the end of production for the 718 and reduced volume of BEV models, demand for Porsche's most iconic sports car surged.

The 911 recorded an 83 percent year-over-year increase with 3,826 retail sales, up from 2,086. This surge comes as the new 911 Turbo S Coupe and Cabriolet models began reaching customers across the United States, underscoring the enduring strength of Porsche's performance portfolio.

"Despite market challenges and the expected impact due to the end of production for the 718, customers continue to choose Porsche. Their enthusiasm means a great deal to us, and I want to thank them for their trust in the brand," said Timo Resch, President and CEO of PCNA. "I'm immensely proud of our teams across PCNA and in our Porsche Centers — their agility, focus and determination drove

these results. Looking ahead, we are excited for the first deliveries of the new Cayenne Electric later this summer, enhancing the offering alongside the gas-powered and hybrid Cayenne models which remain available."

Following the end of 718 production last fall, 206 sports cars from that model line were delivered in the first quarter of 2026 – an expected result.

Among SUVs, the Macan led overall volume with 6,079 units sold. Cayenne sales totaled 4,816, year-to-date with the Cayenne Electric set to arrive in the U.S. market later this year as a new option alongside the existing gas and PHEV models, which will continue to be offered.

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 11,749 vehicles in the first quarter of 2026, up 1.4 percent from the same quarter in 2025.

	Q1 (January-March) Sales	
MODEL	**2025**	**2026**
ALL 911	2,086	3,826
ALL 718	1,476	206
ALL MACAN	7,486	6,079
ALL CAYENNE	5,331	4,816
ALL PANAMERA	1,486	983
ALL TAYCAN	1,019	607
TOTAL	**18,884**	**16,517**

PCNA is reporting new car sales from January 3, 2026, to March 31, 2026.

MEDIA ENQUIRIES



Frank Wiesmann

Manager, Product Communications, Motorsport and Brand Heritage
Porsche Cars North America
404-539-5031
frank.wiesmann@porsche.us



Jennifer Pifer Bixler

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

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