Porsche Reports Third Quarter U.S. Retail Deliveries

01/10/2020 First positive quarter of 2020 reflects ongoing recovery from pandemic impact

Porsche Cars North America, Inc. (PCNA) today announced third quarter U.S. retail deliveries rose 5.0 percent from the same period a year ago, continuing a recovery trend from coronavirus lockdowns in the first half of 2020. PCNA is the sole licensed importer and distributor of the Porsche 911, 718 Boxster, 718 Cayman, Macan, Cayenne, Panamera and Taycan.

Retail deliveries by the 192 independently owned and operated U.S. dealers totaled 15,548 from July through September. The year-over-year increase in the quarter means that for the first nine months of 2020, sales were 11.8 percent below the same period in 2019, which was a record year for PCNA deliveries. This marks an improvement from the end of Q2, when sales for the first six months were down 20.1 percent year-over-year.

“The third quarter remained challenging for many people, so I am grateful to our customers for their enthusiasm and to our dealers and their employees for the energy they continue to bring to Porsche,” said Joe Lawrence, Executive Vice President and Chief Operating Officer of PCNA. “We've never had such an exciting lineup in U.S. showrooms – with demand for the new all-electric Taycan growing to the point that it was our third best-selling model line this quarter, just behind the Macan and Cayenne. Our thrilling cars and the legendary customer experience provided by Porsche dealers are contributing to an ongoing recovery.”

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 7,661 vehicles from July through September, up 26.4 percent year-over-year.

Model	July-September		
	2020	2019	Difference
ALL 911	1,567	1,701	-7.9%
ALL 718	1,084	1,048	3.4%
ALL TAYCAN	1,858	n/a	n/a
ALL PANAMERA	1,064	1,276	-16.6%
ALL CAYENNE	4,509	4,300	4.9%
ALL MACAN	5,466	6,480	-15.6%
TOTAL	**15,548**	**14,805**	**5.0%**

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