Porsche Cars Canada reports its 2026 first-half sales results

09/07/2026 Porsche Cars Canada, Ltd. (PCL), importer and distributor for the sports car manufacturer from Stuttgart, today reported first-half total sales of 4,700 units.

This represents a year-over-year decrease of 3.7%. Porsche Approved Certified Pre-Owned vehicle sales closed the first quarter with 2,312 units reported, an increase of 6.5% versus the same period in 2025.

"We want to highlight the results and standout commitment from all of our Porsche Centres across the country in the first half of the year," said Trevor Arthur, President & CEO, Porsche Cars Canada, Ltd. "In addition, they have been diligently preparing the launch activities for the all-new Cayenne Electric with deliveries set to start in the third quarter."

Model	PCL Jan-Jun Sales	
	2026	2025
718 Boxster	64	274

718 Cayman	51	308
911	1,349	963
Cayenne	1,128	1,310
Macan	1,890	1,699
Panamera	121	187
Taycan	97	140
Grand Totals	**4,700**	**4,881**
Porsche Approved Certified Pre-Owned	2,312	2,170

This press release contains forward-looking statements and information that reflect Porsche AG's current views about future events. These statements are subject to many risks, uncertainties, and assumptions. They are based on assumptions relating to the development of the economic, political, and legal environment in individual countries, economic regions, and markets, and in particular for the automotive industry, which we have made on the basis of the information available to us and which we consider to be realistic at the time of publication. If any of these risks and uncertainties materializes or if the assumptions underlying any of the forward-looking statements prove to be incorrect, the actual results may be materially different from those Porsche AG expresses or implies by such statements. Forward-looking statements in this presentation are based solely on the circumstances at the date of publication. We do not update forward-looking statements retrospectively. Such statements are valid on the date of publication and can be superseded. This information does not constitute an offer to exchange or sell or an offer to exchange or buy any securities.

MEDIA ENQUIRIES

Tina McMullan

Spokesperson Porsche Cars Canada, Ltd.
+1 (647) 393 2264
tina.mcmullan@porsche.ca

Patrick Saint-Pierre

Director Public Relations Porsche Cars Canada, Ltd.
+1 (647) 531 2992
patrick.saint-pierre@porsche.ca

Link Collection

Link to this article
https://newsroom.porsche.com/en_CA/ppdb/2026/07/porsche-cars-canada-reports-its-2026-first-half-sales-results.html

Media Package
https://pmdb.porsche.de/newsroomzips/b2d8b468-15eb-4f79-b9d4-e4f7bfdb8827.zip

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