Porsche Reports April U.S. Retail Sales

01/05/2019 First four months up 2.7 percent ahead of new Macan,911, electric Taycan

Porsche Cars North America, Inc. (PCNA), importer and distributor of the Porsche 911, 718 Boxster and Cayman, Panamera, Cayenne, and Macan model lines, today announced April retail sales of 5,018 vehicles. The total was an increase of 5.0 percent from March but down 9.9 percent from a record April 2018. The primary reason for the year-over-year decline was the transition to the new Macan, the best-selling Porsche model that is due in U.S. dealerships this month.

U.S. retail sales in the first four months were 2.7 percent ahead of the same period in 2018, which itself was the seventh record retail year in a row for PCNA.

“We are already feeling the excitement for the refreshed Macan and later this year for the eighth generation of the iconic Porsche 911,” said Klaus Zellmer, President and CEO of PCNA. “In September we will unveil the first all-electric Porsche, the Taycan, so all in all we have a thrilling year to look forward to along with our 191 U.S. dealer partners.”

April results were driven by strong demand for the new Cayenne, with a notable 86.1 percent increase compared to April 2018. The mid-engine 718 Boxster and 718 Cayman together were up 1.3 percent from a year ago.

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 1,975 vehicles in April, up 9.4 percent year-over-year.

Model	April Sales		Year-to-Date	
	2019	2018	2019	2018
ALL 911	655	804	3,549	3,315
ALL 718	612	604	1,277	1,956
ALL PANAMERA	992	1,026	2,690	2,942
ALL CAYENNE	1,645	884	7,204	4,171
ALL MACAN	1,114	2,252	5,322	7,140
GRAND TOTALS	5,018	5,570	20,042	19,524

Link Collection

Link to this article
https://newsroom.porsche.com/en_US/company/porsche-cars-north-america-april-2019-sales-18254.html

Media Package
https://pmdb.porsche.de/newsroomzips/bae6585d-68f4-460a-b07f-97655b3abfe8.zip

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