Porsche Reports Q1 2021 U.S. Retail Sales

01/04/2021 Strong start to year across model lines 718, 911, Cayenne, Macan and new Taycan.

Porsche Cars North America, Inc. (PCNA) today announced U.S. retail deliveries in the first three months of 2021 totaled 17,368, up 44.8 percent from the same period a year earlier. The result was just shy of a record 17,560 deliveries in the fourth quarter of last year, meaning PCNA has now seen its two best quarters ever back-to-back and the third positive quarter in a row in terms of year-over-year growth.

PCNA is the sole licensed importer and distributor of the Porsche 911, 718 Boxster, 718 Cayman, Macan, Cayenne, Panamera and Taycan.

"Porsche passion is alive and well in the United States. These results are a testament to the drive of our dealers and colleagues as well as the strongest lineup of cars we've ever had – from the 911 to our first electric sports car, the Taycan," said Kjell Gruner, President and CEO of PCNA. "We are able to deliver exceptional experiences to our existing customers while also exciting new audiences. We have ambitious goals for the future and will continue to forge ahead, exceeding expectations along the way."

Q1 deliveries of the Porsche 911 rose 7.4 percent from a year earlier while the 718 Boxster and 718 Cayman combined more than tripled. Both SUV models, the Cayenne and Macan, performed strongly. Customer demand for the all-electric Taycan drove deliveries to the highest level yet of any quarter since it first arrived at dealers in December 2019, helped in part by the arrival of the latest variant, the Taycan rear-wheel drive model.

Porsche Approved Certified Pre-Owned (CPO) U.S. sales in the first quarter totaled 7,107 vehicles, up 22 percent from a year earlier.

Model	January-March Sales		Year to Date	
	2021	**2020**	2021	**2020**
ALL 911	2,782	2,590	2,782	2,590
ALL 718	1,506	400	1,506	400
ALL TAYCAN	2,008	221	2,008	221
ALL PANAMERA	451	1,184	451	1,184
ALL CAYENNE	4,230	3,822	4,230	3,822
ALL MACAN	6,391	3,777	6,391	3,777

TOTAL	**17,368**	**11,994**	**17,368**	**11,994**

Link Collection

Link to this article
https://newsroom.porsche.com/en_US/2021/company/porsche-cars-north-america-retail-sales-first-quarter-2021-24085.html

Media Package
https://pmdb.porsche.de/newsroomzips/bddbaf7f-c010-472e-a85f-9fb13b7fde78.zip

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