

Porsche Latin America celebrates 25 years of passion, innovation and growth

20/10/2025 For a quarter of a century, Porsche Latin America has been forging a powerful alliance between the Porsche brand and enthusiasts in this dynamic region. This year's special anniversary follows a record 12-month sales period by Porsche Centres in the region during 2024 – a successful pattern that continued with great momentum through September 2025.

Porsche Latin America (PLA) is celebrating a special milestone. For 25 years now it has helped its network of 16 independent importers across 20 markets connect enthusiasts with their dream cars – from Mexico to Argentina and including the Caribbean islands.

Record growth in Latin America

The silver jubilee comes at a time of unprecedented growth for the Porsche brand in the region. Porsche

Centres across Latin America achieved record-breaking sales in 2024, with 4,507 cars delivered to customers – a 31 per cent increase over the previous year. This strong momentum continued into 2025, with 4,105 deliveries in the first nine months of this year, representing a 22 per cent increase compared to the same period in 2024.

The Cayenne remains the best-selling Porsche model in Latin America today, perfectly matching the diverse needs of customers in each country in the region. With nearly two out of three cars delivered being SUVs, the Macan follows closely behind the Cayenne. Sales of the iconic 911 are also experiencing positive momentum. The model recorded continued growth of 19 per cent in the first nine months of 2025, driven by the arrival of the first road-legal 911 equipped with Porsche's innovative, high-performance and lightweight T-Hybrid system.

Latin America's strategic role

"The 25-year milestone represents the success of a collective effort across the entire importer network," says Tobias Eninger, President and CEO of Porsche Latin America. "Thanks to the commitment of our partners and collaborators throughout the region, Latin America has transformed into a key growth driver within Porsche's global operations."

All this stems from a comprehensive growth strategy that has been developed and consistently implemented in close collaboration with the region's independent importer network, establishing clear guidelines for future expansion. These focus on key pillars including market development, customer experience and network transformation.

With a multi-million-dollar investment from the region's importer network, new corporate architecture featuring the Destination Porsche concept is being implemented across Latin America. San Ángel in Mexico City became the first fully renovated dealership in 2023, while the Porsche Centre in Buenos Aires opened in November 2024 as the first facility built entirely under this new concept. This year, remodelled dealerships in Bogotá (Colombia), Santiago (Chile) and Lima (Peru) have resumed operations. Porsche Centre Uruguay and new retail formats – such as the Porsche Studio La Roma and Porsche NOW Los Cabos in Mexico – have been inaugurated, with additional investment planned for upgrades in other markets.

The Porsche community and social commitment

PLA builds on its partners' dedication to creating exceptional experiences for Porsche owners and fans, bringing the brand to life and celebrating the deep-rooted connection to each market's rich history. This dedication is most evident in the legendary long-distance race of La Carrera Panamericana – an iconic event that blends the brand's motorsport history with the territory's breathtaking routes and scenery. Porsche has shaped this race since its inception in the 1950s and continues to do so today.

The vibrant Porsche community across Latin America has flourished since its early days, expanding to 15 official Porsche Clubs. Hands-on driving experience remains at the heart of this passionate community. The Porsche World Road Show has been hosted in a number of Latin American markets, giving enthusiasts and potential Porsche owners the opportunity to experience the brand in its purest form – from the driver's seat.

“Signature events like the Porsche World Road Show will continue to be central to our strategy,” continues Eninger. “We are dedicated to delivering exceptional experiences through diverse events that engage both loyal current Porsche owners and new audiences.”

PLA has consistently demonstrated the importance of engaging with local communities along with the brand's role within wider society. Through a long-standing collaboration with the non-profit organisation TECHO, more than 815 homes were built for families living in underprivileged communities across 18 countries between 2011 and 2024.

The ‘Icons of Latin America’ Sonderwunsch project

The 25-year anniversary celebrations will culminate with the presentation of the Icons of Latin America project – a special collection of cars being created through Porsche's Sonderwunsch (special requests) programme. Each distinctive model will be uniquely customised to reflect the distinct identities of the different countries in Latin America, capturing their vibrant colours and rich cultural traditions. The first car from this exclusive collection will debut later this year.

Looking ahead, Porsche remains fully dedicated to this exceptional region with a continued focus on market development and exciting customer experiences.

MEDIA ENQUIRIES



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Consumption data

Macan Turbo (WLTP)*: Electrical consumption combined: 20.6 – 18.3 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

718 Cayman GT4 RS (WLTP)*: Fuel consumption combined: 13.0 l/100 km; CO_2 emissions combined: 295 g/km; CO_2 class: G

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

Image Sublines

Path: Porsche Latin America celebrates 25 years of passion, innovation and growth/Images/img_1.jpg
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Subline: Tobias Eninger, President and CEO of Porsche Latin America

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Link Collection

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