Porsche Reports Second Quarter U.S. Retail Deliveries

01/07/2020 Sales improve from pandemic shock, fall short of strong 2019 Q2

Porsche Cars North America, Inc. (PCNA) today announced second quarter U.S. retail deliveries and a year-on-year decline during the COVID-19 pandemic. PCNA is the sole licensed importer and distributor of the Porsche 911, 718 Boxster and Cayman, Macan, Cayenne, Panamera and Taycan model lines. Retail deliveries by the 192 independently owned and operated U.S. dealers totaled 12,192 from April through June. This was down 19.9 percent from an especially strong performance in Q2 2019, which was the first quarter in which PCNA delivered more than 5,000 vehicles per month for all three months.

“May and June witnessed a rebound of customer demand from April, and record Certified Pre-Owned sales in June are another indicator of sustained passion for Porsche,” said Klaus Zellmer, President and CEO of PCNA. “Our dealer partners have gone above and beyond and displayed a high level of agility to ensure customers’ safety and mobility at a very challenging time.”

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 6,706 vehicles from April through June, up 8.1 percent year-over-year.

Model	April-June		
	2020	2019	Difference
ALL 911	2,245	1,726	30.1%
ALL 718	472	1,490	-68.3%
ALL TAYCAN	818	n/a	n/a
ALL PANAMERA	871	2.042	-57.4%
ALL CAYENNE	3,822	4,472	-14.5%
ALL MACAN	3,964	5,503	-27.9%
TOTAL	**12,192**	**15,233**	**-19.9%**

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https://newsroom.porsche.com/en_US/company/porsche-cars-north-america-retail-sales-second-quarter-2020-21395.html

Media Package

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