



Porsche Singapore achieves strong performance in 2025

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Singapore. Porsche Singapore closed 2025 on a strong upward trajectory, registering 663 units according to data from the Land Transport Authority (LTA). This represents an approximate 16 per cent year-on-year increase compared to 571 units in 2024, and a remarkable 42 per cent growth versus 2023, when registrations were reported separately for Authorised Motor Distributors (AMD) and Parallel Importers (PI).

Electrified Porsche models defined the brand's momentum in Singapore in 2025, accounting for the clear majority of new registrations. A total of 394 fully electric and plugin hybrid models took to the roads of the city-state, representing approximately 59 per cent of all Porsche registrations.

This result not only underscores the strong appeal of Porsche's electric portfolio, but also substantially

exceeds the brand's global electrification share of 34 per cent – reflecting Singapore's progressive attitude toward electromobility.

Key factors contributing to the strong adoption of electric Porsche models include typical Porsche performance characteristics, 800V fast-charging architecture, and the provision of three years of complimentary charging with Porsche Destination Charging, Singapore's largest manufacturer-branded EV charging network in partnership with SP Group, supporting seamless integration into Singapore's urban mobility landscape.

The Cayenne and Macan, including the Macan Electric, continued to anchor Porsche's performance in 2025, contributing a combined 471 units, or 71 per cent of all registrations. Meanwhile, Porsche's iconic two-door sports cars remained the emotional core of the brand, with devoted enthusiasts accounting for 101 units, representing approximately 15 per cent of total registrations for the year.

Reflecting on the positive results achieved in 2025, Dr. Henrik Dreier, Director Importer Singapore said, "Our 2025 results reflect the hard work of our team and enduring strength of the Porsche brand in Singapore despite market headwinds. The fact that fully electric models now account for more than half of our registrations shows that our customers view electrification as the new standard for performance. As we move into 2026, we remain firmly committed to a multi-powertrain approach that respects our heritage while accelerating the future of the sports car."

Porsche Singapore will continue introducing new products in 2026. The arrival of the new 911 Turbo S in the first half of the year reaffirms Porsche's leadership in high-performance sports cars; the all-new Cayenne Electric will also signal a new era for the brand's flagship SUV when it arrives in the second half of 2026.

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Title: Porsche Taycan Turbo S, 2025, Porsche Asia Pacific

Subline: Electrified Porsche models make up a considerable portion of total sales in Singapore at 59 per cent

Path: media/Images/img_2.jpg

Title: Porsche Macan Electric, Porsche Cayenne, 2026, Porsche Asia Pacific

Subline: SUVs make up approximately 71 per cent of total car sales in Singapore for Porsche

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