

Porsche delivers 77,640 cars in the first quarter

10/04/2024 Porsche deliveries remained at a stable level in the first three months of the year. Overall, the sports car manufacturer delivered 77,640 vehicles to customers around the world between January and March. This represents a moderate decline of four per cent on the previous year.

“In 2024, we are getting ready for the future. With the all-electric Macan, the new Panamera, the Taycan and the new 911, we are updating four of our six model lines,” says Detlev von Platen, Member of the Executive Board for Sales and Marketing at Porsche AG. “Despite the ramp-up of the new launches, delays in delivery due to regulatory requirements in North America and the still challenging market situation in China, we were able to maintain deliveries at a stable level.”

Growth in Europe and overseas regions

In Europe (excluding Germany), Porsche delivered 20,044 cars in the first quarter, an increase of nine per cent over the same period the previous year. In the company's home market of Germany, the

number of vehicles delivered rose by as much as 37 per cent. In total, 11,274 units were delivered to customers. In China, the sports car manufacturer delivered 16,340 vehicles from January to March – a decrease of 24 per cent. Key reasons for this are the focus on value-oriented sales, the continued tense economic situation in the Chinese market and a strong equivalent period in the previous year due to initial post-COVID catch-up effects. In North America, Porsche delivered 15,087 vehicles to customers, which means a decrease of 23 per cent. The decline is mainly explained by a customs related delay in the shipping of some models. In the overseas and emerging markets, 14,895 cars were delivered to customers, representing an increase of 14 per cent.

Great demand for the all-electric Macan

With 28,025 units, the Porsche Cayenne recorded the most deliveries in the first quarter (+20 per cent). The Porsche Macan was delivered to 20,576 customers. This represents a decrease of 14 per cent and is attributable to a disproportionately strong period in the previous year. Nevertheless, many orders have already been received for the new all-electric generation of the SUV. The first vehicles will be handed over to customers in the second half of the year.

The iconic 911 sports car is still very popular with customers: 12,892 were sold worldwide (+17 per cent). The Panamera was delivered to 6,139 customers (-28 per cent). The decrease is related to the current model change. The same applies to the Taycan. Shortly before the end of the product cycle, 4,236 customers took delivery of the all-electric sports car in the first quarter (-54 per cent). The recently presented new versions of the model have been extensively updated and have more performance and range, faster acceleration and shorter charging times. The first deliveries to customers will start in April. The 718 Boxster and 718 Cayman models posted 5,772 deliveries, representing an increase of 20 per cent.

“With our attractive new models, we are bringing the strongest Porsche product portfolio of all time onto the road in 2024. This puts us in an ideal starting position for the coming years,” says Detlev von Platen. “Nevertheless, so many new launches in such a short time are a very complex challenge. We approach these tasks conscientiously and act prudently. Our focus in 2024 continues to be on value-oriented sales.”

Porsche AG Deliveries	**January – March**		
	2023	**2024**	**Difference**
Worldwide	**80,767**	**77,640**	**-4%**
Germany	8,247	11,274	+37%
North America	19,651	15,087	-23%
China	21,365	16,340	-24%

Europe (excluding Germany)	18,420	20,044	+9%
Overseas and emerging markets	13,084	14,895	+14%

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Consumption data

Cayenne S E-Hybrid (WLTP)*: Consumo carburante ponderato misto (gamma modelli): 4.6 – 4.0 l/100 km; Consumo energia elettrica ponderato misto (gamma modelli): 19.9 – 19.1 kWh/100 km; Emissioni CO_2 ponderate miste (gamma modelli): 103 – 90 g/km; Stato [StandHeute]

*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).

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