Porsche worldwide deliveries in 2018 break record

10/01/2019 Sports car manufacturer raises total to more than 256,000

Stuttgart, Germany. Dr. Ing. h.c. F. Porsche AG delivered 256,255 vehicles worldwide in 2018, more than ever before. This represents a growth of four percent compared to the previous record the year before. Of the model series, the Panamera recorded the strongest growth with a 38 percent increase to 38,443. The 911 also experienced a double-digit rise: Despite the release of a new generation late in 2018, 911 deliveries increased by ten percent to 35,573 vehicles.

“The capacity of the 911 to fascinate is stronger than ever,” said Detlev von Platen, Member of the Executive Board responsible for Sales and Marketing at Porsche AG. “We just celebrated the world premiere of the new 911 at the end of the year at the Los Angeles Auto Show, and yet our sports car icon once again inspired more customers in 2018 than in the previous year.”

The Macan was still the most successful model by volume with 86,031 vehicles, just ahead of the Cayenne with 71,458 deliveries.

China: again the largest individual market
The Chinese market held on to pole position for deliveries in 2018. Growth in this market reached 12 percent, totaling 80,108 units. In second place was the United States, with an increase of three percent to 57,202 vehicles. Deliveries in Europe came in slightly below the previous year’s figures.

“The switch to the new WLTP test cycle and gasoline particle filters in Europe mean that we faced significant challenges in the fourth quarter of 2018, and these will continue to be felt in the first half of 2019. On top of that, we stopped offering models with diesel engines in February 2018,” Detlev von Platen added.

PORSCHE AG Deliveries	**Full years**		
	2017	**2018**	**Difference**
Worldwide	**246,375**	**256,255**	**4 %**
Europe	80,262	77,216	-4 %

Germany	28,317	27,541	-3 %
America	67,714	70,461	4 %
USA	55,420	57,202	3 %
Asia-Pacific, Africa and Middle East	98,399	108,578	10 %
China	71,508	80,108	12 %

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