

Porsche Posts Record U.S. Retail Sales in 2019

03/01/2020 10 years of U.S. year-over-year growth

Porsche Cars North America, Inc. (PCNA), importer and distributor of the Porsche 911, 718 Boxster and Cayman, Macan, Cayenne, Panamera and Taycan model lines, today announced December retail sales rose 15.8 percent from a year ago to 4,733 vehicles. For the full year, the total was 61,568 or a gain of 7.6 percent from 2018 – marking 10 consecutive years of annual growth. The record goes hand-in-hand with new highs in customer experience. For the first time, Porsche ranked no. 1 in two key J.D. Power Studies in the same year: the 2019 Customer Service Index and 2019 Sales Satisfaction Index.

A decade of consistent growth is a fitting way to kick off the 70th anniversary this year of Porsche's beginnings in North America, which started in 1950 with the first three cars sold by New York dealer Max Hoffman.

"It's now my honor, 70 years after those first steps, to be part of the Porsche team that delivered over 60,000 new cars in the U.S. last year," said Klaus Zellmer, President and CEO of PCNA. "Porsche has evolved over time, from building one exciting roadster to offering a full range of models developed on the track for everyday use. All of our cars remain the sports car of their segments – and the same is true as we enter a new era with the first U.S. deliveries of the all-electric Taycan in December."

December retail sales were led by the latest generation of the Cayenne, up 7.2 percent from a year ago, and the refreshed Macan, which gained 24.5 percent in the same period. The Panamera also enjoyed year-end demand, gaining 78.3 percent in December from the same month last year.

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 2,681 vehicles in December, up 17.7 percent year-over-year. For 2019, CPO sales were up 8.9 percent with 25,102 deliveries.

Model	December Sales		Year-to-Date	
	2019	2018	2019	2018
ALL 911	663	789	9,265	9,647
ALL 718	191	237	3,880	5,276
ALL TAYCAN	130	0	130	0
ALL PANAMERA	592	332	6,625	8,042
ALL CAYENNE	1,482	1,383	19,001	10,733
ALL MACAN	1,675	1,345	22,667	23,504

GRAND TOTALS 4,733 4,086 61,568 57,202

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