

Company Nov 1, 2019

Porsche Reports U.S. Retail Sales for October

Year-to-date deliveries up 6.5 percent, led by next-generation 911 and refreshed Macan



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 October retail sales rose 13.1 percent from the same month a year ago to 5,447 vehicles – the strongest monthly performance this year. For the year through October, total retail deliveries rose 6.5 percent from the same period in 2018 to 50,509.

"I think our customers appreciate the range of model choices we offer, whether they are excited by the latest generation of our iconic 911 or an SUV with the heart of a sports car," said Klaus Zellmer, President and CEO of PCNA. "Adding the all-electric Taycan to our portfolio gives those customers even more options for Porsche thrills once we start deliveries late this year."

October retail sales of the Porsche 911 rose 65 percent from a year ago as the eighth generation model reached showrooms. The refreshed Macan was up 19.2 percent from October 2018.

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 2,138 vehicles in October, up 24.6 percent year-over-year.

Model	October Sales		Year-to-Date	
	2019	2018	2019	2018
ALL 911	1,302	789	7,623	7,802
ALL 718	239	317	3,442	4,617
ALL PANAMERA	360	541	5,376	6,910
ALL CAYENNE	1,216	1,215	15,547	8,056
ALL MACAN	2,330	1,955	18,521	20,058
GRAND TOTALS	5,447	4,817	50,509	47,443



Jade Logan

jade.logan@porsche.us



Marcus Kabel

marcus.kabel@porsche.us

Link Collection

Link to this article

https://newsroom.porsche.com/en_US/company/porsche-cars-north-america-october-2019-sales-19131.html

Media Package

<https://newsroom.porsche.com/media-package/porsche-cars-north-america-october-2019-sales->

Downloads

Porsche Reports October U.S. Retail Sales, press release, 11/1/2019, PCNA