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Porsche Moving to Quarterly Reporting of U.S. Retail Sales in 2020

Change takes effect at start of 70th anniversary year for Porsche in North America



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 it will begin reporting vehicle sales on a quarterly basis instead of monthly sales reporting. The change will be effective immediately, with a first quarter sales report becoming available in April 2020.

"Monthly sales figures rarely capture the overall picture of how our business is developing," said Klaus Zellmer, President and CEO of Porsche Cars North America, Inc. "While we are very proud of ten consecutive years of annual growth in the U.S., quarterly reporting better aligns with the Porsche premium brand positioning that is focused on performance and experience."

The new decade marks Porsche's 70th anniversary of its North American debut, which started in 1950 with the first three cars sold by New York dealer Max Hoffman.



Jade Logan

770-290-3880

jade.logan@porsche.us



Marcus Kabel

770-290-3843

marcus.kabel@porsche.us

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