Porsche Reports U.S. Retail Sales for 2020

05/01/2021 New Taycan, robust 911 and SUV demand fuel second-best year for Porsche Cars North America

Porsche Cars North America, Inc. (PCNA) today announced retail deliveries in 2020 totaled 57,294 vehicles – PCNA's second-best year ever, down only 6.9 percent from 2019 due to pandemic effects but still ahead of 2018's performance. Fourth quarter deliveries set a record of 17,560, up 6.4 percent from a year ago. It was the second positive quarter in a row amid a sustained recovery since the initial impact of the coronavirus in the spring. PCNA is the sole licensed importer and distributor of the Porsche 911, 718 Boxster, 718 Cayman, Macan, Cayenne, Panamera and Taycan.

"Achieving our second-best sales year in the U.S. despite the many challenges of 2020 is a testament to the resilience of Porsche, the dedication of our dealer partners, and the excitement generated by our brand," said Kjell Gruner, President and CEO of PCNA. "Now we start 2021 with the most diverse and complete range of cars we've ever had – from the groundbreaking Taycan to the sleek Cayenne Coupe and phenomenal 911 Turbo S. I am optimistic for PCNA and our 192 independently owned and operated U.S. dealers."

The Taycan as the first purely electric Porsche model line saw strong demand, with California accounting for about one-quarter of 4,414 total U.S. deliveries in 2020. Full-year performance was led by the Macan and Cayenne, and the iconic 911 remained the top-selling two-door sports car.

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 7,081 vehicles in the fourth quarter. For 2020, CPO sales were up 8.6 percent with 27,261 deliveries.

	October-December		Full-Year	
	2020	**2019**	2020	**2019**
ALL 911	2,438	2,944	8,840	9,265
ALL 718	1,491	677	3,447	3,880
ALL TAYCAN	1,517	130	4,414	130
ALL PANAMERA	751	1,609	3,870	6,625
ALL CAYENNE	5,939	4,670	18,092	19,001

ALL MACAN	5,424	6,476	18,631	22,667
GRAND TOTALS	**17,560**	**16,506**	**57,294**	**61,568**

PCNA follows U.S. Auto Industry Sales Release Schedule issued by Motor Intelligence. 2020 sales began on January 3, 2020 and ran to January 4, 2021.

MEDIA ENQUIRIES



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