

Best July in the history of Porsche

07/08/2015 More than 20,733 customers worldwide were pleased to take delivery of their new Porsche in July – an increase of 22 per cent compared with the same month last year.

In particular, the 1,900 buyers of the 911 Cabriolet and the Boxster were able to enjoy the sunshine with open-top driving. Between January and July of this year Porsche delivered approximately 135,000 vehicles in total. This corresponds to an increase of 29 per cent compared with the same period in 2014.

“The second half of the year started well with the best July in the history of our company”, said Bernhard Maier, Member of the Executive Board, Sales and Marketing of Dr. Ing. h.c. F. Porsche AG. “Now we are continuing our product drive. Customers and fans of our brand can look forward to a special world premiere at the Frankfurt Motor Show in September.”

Sales increase of 46 per cent in Germany

In July 2015 Porsche was very popular among German customers: with around 3,200 deliveries the

sports car manufacturers achieved a sales increase of 46 per cent on the domestic market compared with the same month the previous year. In the USA more than 4,700 new cars were handed over to customers – an increase of ten per cent compared with the same month last year and at the same time the most successful individual market worldwide in July 2015.

Internationally, the Macan once again took the pole position in the reference month: 7,800 sporty compact SUVs were delivered to customers worldwide. There was also a high demand for the 911 and Cayman sports cars which recorded double-digit growth rates.

A table with all the figures is provided under "Downloads".

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart