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News Release

September 1, 2016

No. 67/16

Porsche Reports August 2016 Retail Sales

Second best retail sales month in company history

Atlanta, Georgia. Porsche Cars North America, Inc. (PCNA), importer and distributor of Porsche 911, Boxster, and Cayman sports cars, Macan and Cayenne SUVs, and the Panamera four-door sports sedan line-up in the United States, today announced August 2016 retail sales of 5,181 vehicles. This 3.5 percent increase compared to August 2015 marks the second best sales month in company history.

Year-to-date retail sales stand at 35,767 vehicles, up 2.6 percent from the previous year. "I am tremendously appreciative of the consistent effort put forth by our dealer partners in helping us achieve year-to-date sales growth," stated Klaus Zellmer, President and Chief Executive Officer of PCNA. "I look forward to continued success as the Porsche brand pushes the envelope to create great products for our customers."

Bolstered by a strong launch of the new 2.0-liter turbocharged Macan, sales results for the Macan model line were exceptional, registering 2,304 retail sales. This represents a growth of 71.9 percent over August 2015 sales. Year-to-date Macan sales increased 24.6 percent, achieving 11,364 vehicles.



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Model	August Sales		Year-to-Date	
	2016	2015	2016	2015
ALL BOXSTER/CAYMAN	474	771	4,568	4,497
ALL 911	749	939	6,582	6,789
ALL CAYENNE	1,209	1,470	10,267	10,944
ALL PANAMERA	445	466	2,985	3,328
ALL MACAN	2,304	1,340	11,364	9,121
GRAND TOTALS*	5,181	5,008	35,767	34,876

*2015 totals include 918 Spyder sales; 2016 totals include one 918 Spyder sale

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About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of Porsche 911, Boxster, and Cayman sports cars, the Macan and Cayenne SUVs, and Panamera sports sedans. Headquartered in Atlanta, Georgia since 1998, PCNA is also home to the first Porsche Experience Center in North America featuring a module-based 1.6 mile driver development track, business center, human performance center, and fine dining restaurant. PCNA employs approximately 300 people who provide parts, service, marketing, and training for 188 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand's 65-plus year history and leadership in the advancement of vehicle performance, safety and efficiency. PCNA is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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