



PORSCHE

News Release

September 1, 2017

No. 59/17

Porsche Reports August 2017 Sales of 4,709 Units

Year-to-date retail sales up 1.1 percent

Atlanta, Georgia. Porsche Cars North America, Inc. (PCNA), importer and distributor in the United States of the Porsche 911, 718 Boxster and Cayman, Panamera, Cayenne, and Macan model lines, today announced August 2017 sales of 4,709 units, down 9.1 percent compared to August 2016. These results reflect delays in our delivery of 2018 model year vehicles, many of which are still in the final regulatory approval process. Porsche is working diligently to obtain all required approvals as soon as possible. Year-to-date retail sales are up 1.1 percent compared to 2016 with 36,178 vehicles sold.

August was the best two-door sports car month of 2017 with 1,642 deliveries. Porsche 911 sales in the U.S. reached 1,016 units in August, a 35.6 percent increase year-over-year. The 718 Boxster and Cayman line posted 626 retail deliveries, up 32.1 percent over August 2016. Sales of the Panamera sports sedan stood at 557, a 25.2 percent increase year-over-year. Year-to-date, Panamera deliveries are up 36.3 percent with 4,068 vehicles sold.

Porsche Approved Certified Pre-Owned (CPO) vehicle sales in the U.S. were 1,606, a 14.7 percent increase compared to August 2016. Year-to-date, CPO sales are up 7.3 percent and stand at 12,004 for the first eight months of 2017.



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Model	August Sales		Year-to-Date	
	2017	2016	2017	2016
ALL 911	1,016	749	5,998	6,582
ALL BOXSTER/CAYMAN	626	474	3,431	4,568
ALL PANAMERA	557	445	4,068	2,985
ALL CAYENNE	869	1,209	8,802	10,267
ALL MACAN	1,641	2,304	13,879	11,364
GRAND TOTALS*	4,709	5,181	36,178	35,767

*918 Spyder sales are reflected in 2016 grand total figures.

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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, 718 Boxster and 718 Cayman sports cars, 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, and fine dining restaurant, 356. The company operates a second Porsche Experience Center near Los Angeles. This 53-acre complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, and Restaurant 917. PCNA employs over 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 Porsche brand's nearly 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. PCNA is an indirect 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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