



PORSCHE

News Release

February 1, 2017

No. 8/17

Porsche Reports January 2017 sales

Strong Start to the New Year with 4,602 in vehicle sales

Atlanta, Georgia. Porsche Cars North America, Inc. (PCNA), importer and distributor of Porsche 911, 718 Boxster and 718 Cayman sports cars, Macan and Cayenne SUVs, and the Panamera four-door sports sedan line-up in the United States, delivered 4,602 vehicles in January. This was the strongest January sales month ever recorded by the company.

January 2017 sales were up 5.7 percent over the same period last year with a well-balanced sales result across model lines. Sports car model sales were robust with 911 and 718 model lines exceeding previous year results, up 12.6 and 2.8 percent, respectively. Macan sales continued a positive trend with 1,960 vehicles sold, a 33.4 percent sales increase over January of last year. Additionally, the all-new Panamera models are expected to arrive in the coming weeks.

Porsche Approved Certified Pre-Owned sales for January were 1,296, which is an 11.6 percent increase compared to the same period in 2016.



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Model	January Sales		Year-to-Date	
	2017	2016	2017	2016
ALL BOXSTER/CAYMAN	443	431	443	431
ALL 911	814	723	814	723
ALL CAYENNE	1,350	1,395	1,350	1,395
ALL PANAMERA	35	336	35	336
ALL MACAN	1,960	1,469	1,960	1,469
GRAND TOTALS*	4,602	4,354	4,602	4,354

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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 in 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 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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