



News Release

October 1, 2015

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Porsche Reports September 2015 Sales

U.S. Porsche dealers sell 4,424 vehicles in September

Atlanta, Georgia. Porsche Cars North America, Inc. (PCNA), importer and distributor in the United States of Porsche 918 Spyder, 911, Boxster and Cayman sports cars, Macan and Cayenne SUVs, and the Panamera four-door sports sedan line-up, today announced September 2015 sales of 4,424 vehicles, up 22.7 percent over September 2014. This is the strongest September sales month in PCNA history.

All model lines achieved an increase in sales over September 2014, with Macan models displaying the largest growth, up 65.2 percent. The Cayenne and Panamera model lines reported gains of 10.6 and 23.8 percent respectively. Cayman models continued a pattern of sales growth, up 28.6 percent. The 911 and Boxster model lines earned sales improvements of 5.8 and 8 percent respectively. Year-to-date, PCNA has delivered 39,300 Porsche vehicles, yielding a sales increase of 11.1 percent year-over-year.

Porsche Approved Certified Pre-Owned vehicle sales in the United States were 1,225 for September 2015, up 28 percent compared to September 2014.

Model	September Sales		Year-to-Date	
	2015	2014	2015	2014
ALL BOXSTER/CAYMAN	612	520	5,109	5,592
ALL 911/918	772	739	7,758	7,790
ALL CAYENNE	1,323	1,196	12,267	12,940
ALL PANAMERA	557	450	3,885	4,395
ALL MACAN	1,160	702	10,281	4,649
GRAND TOTALS	4,424	3,607	39,300	35,366



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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 918 Spyder, 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 189 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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