



News Release

July 29, 2015

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Porsche achieves successful growth in first half of 2015

Encompassing all sales markets, the sports car maker set new records

Atlanta. In the first half of 2015, Dr. Ing. h.c. F. Porsche AG had the most successful half-year in the company's history with new record figures for vehicle deliveries, sales revenue, and earnings. The sports car maker delivered 113,984 vehicles in the first six months of the 2015 fiscal year, up 30 percent compared to the same period in 2014. During this time, revenue increased 33 percent to 10.85 billion euros. The operating profit surpassed the 2014 figure by 21 percent yielding 1.70 billion euros. The number of employees also increased by ten percent to 23,477 individuals.

"All models and derivatives that we have recently launched have proven to be top sellers in their markets," said Matthias Müller, Chairman of the Executive Board of Porsche AG, explaining this success by citing the attractive product range of Porsche cars. "This pertains to the Macan model series as much as it does to the new GT models, 911 GT3 RS and Cayman GT4, plus the new GTS derivatives for 911 and Cayenne."

In his outlook of the results, Lutz Meschke, Member of the Executive Board for Finance and IT at Porsche AG, was optimistic that Porsche will surpass the previous year's results in the 2015 fiscal year and will reach the self-set target of a 15 percent return on sales. Meschke also pointed out positive currency effects which have lessened the burdens of the very high investments in future technologies and the build-out of the production sites. With several projects planned, Porsche will invest more than one billion euros in Zuffenhausen and Weissach by 2020. Porsche is currently spending another half billion euros on the extension of the Leipzig plant.

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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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