



Porsche Reports Global Sales Growth during Month of September

Macan continues to be the strongest-selling model

Atlanta, Georgia. Porsche today announced increased sales worldwide in September 2015. The Stuttgart-based sports car maker continues to see sales figures climb, with 7,005 new cars delivered in Europe during September, representing gains of 51 percent. Comparing periods from January to September for 2014 and 2015, Europe is revealed as one of the strongest markets, with figures up by 34% (58,150 vehicles). In its home market of Germany, Porsche has similarly been able to improve its position: in September 2,269 vehicles (+26%) were delivered to customers. The U.S. market is also maintaining a successful course with 4,424 vehicles delivered in September, up 23 percent over September 2014.

“The continuous increase in our sales worldwide and in the domestic market of Germany clearly indicates that Porsche continues on its path to success,” said Bernhard Maier, Member of the Executive Board - Sales and Marketing of Dr. Ing. h.c. F. Porsche AG. “With the Porsche Mission E concept car at the IAA, we showed what an electrically driven sports car from Porsche may look like in the future. The continuous development of our products will assure us further growth in the future.”

Demand for the Porsche 911 is high in Germany. With 5,301 vehicles delivered from January to September 2015, the 911 was able to record an increase of 21 percent year over year. This makes the 911 the most successful Porsche in Germany. Maier said, “With worldwide deliveries of just under 25,000 models from January to September 2015, the 911 is making its mark. I am certain the 911 will be able to maintain its leading position with the new model.”

In addition to the classic sports car, the SUV models were also in high demand during September. Topping the figures worldwide is the Macan with 7,670 models delivered, an



PORSCHE

News Release

October 9, 2015

No. 114/15

increase of 36 percent on the corresponding month of last year. The Cayenne achieved a 75 percent sales increase during September with 6,592 vehicles delivered sold internationally.

“The results demonstrate more than ever that Porsche has a highly attractive model mix and a highly motivated team,” said Maier.

PORSCHE AG Deliveries	September			January to September		
	2015	2014	Difference (%)	2015	2014	Difference (%)
World	20,475	15,828	29%	173,085	135,642	28%
Europe	7,005	4,645	51%	58,150	43,266	34%
Germany	2,269	1,799	26%	22,317	17,848	25%
America	5,417	4,379	24%	47,230	41,777	13%
USA	4,424	3,607	23%	39,300	35,366	11%
Asia-Pacific, Africa and Middle East	8,053	6,804	18%	67,705	50,599	34%
China	5,407	4,344	24%	44,240	32,592	36%

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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.



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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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