



Porsche Reports July 2016 Sales

U.S. Porsche dealers sell 3,878 vehicles in July

Atlanta, Georgia. After a strong run across the first six months of 2016, Porsche Cars North America, Inc. (PCNA), importer and distributor of Porsche 911, Boxster, and Cayman sports cars, Macan and Cayenne SUVs, and the Panamera four-door sports sedan line-up in the United States, announced July 2016 sales of 3,878 vehicles today. This represents an 18 percent decrease in vehicle deliveries compared to July 2015. Year-to-date, sales stand at 30,586 which equates to a year-over-year increase of 2.4 percent.

Sports car demand was strong across the board with Boxster and Cayman model lines each yielding a 36 percent sales increase over last year, with 732 combined sales. The 911 model range delivered 806 vehicles, representing a 3.6 percent gain compared to July 2015.

Collectively, supply changeover from model year 2016 to model year 2017 for SUVs has slowed the ability to meet customer demand – the Macan registered 931 deliveries, representing a 39 percent decrease compared to last year, and Cayenne sales waned by 27.5 percent with 1,067 vehicles delivered.

Porsche Approved Certified Pre-Owned vehicle sales in the U.S. were 1,426 for July 2016, which is an increase of 13.7 percent compared to the same period last year. Year-to-date CPO sales are 9,792 vehicles, which is an increase of 21.9 percent over 2015.



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Model	July Sales		Year-to-Date	
	2016	2015	2016	2015
ALL BOXSTER/CAYMAN	732	538	4,094	3,726
ALL 911	806	778	5,833	5,850
ALL CAYENNE	1,067	1,471	9,058	9,474
ALL PANAMERA	342	370	2,540	2,862
ALL MACAN	931	1,533	9,060	7,781
GRAND TOTALS*	3,878	4,730	30,586	29,868

*2015 totals include 918 Spyder sales; 2016 totals include one 918 Spyder sale

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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, 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 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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