



### **Porsche Reports October 2016 Retail Sales**

*Record October sales month*

**Atlanta, Georgia.** 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, today announced another record breaking October sales result of 4,506 vehicles.

October 2016 sales represent a 10.7 percent increase over October 2015. Year-to-date retail sales stand at 44,752, up 3.2 percent compared to last year, continuing the trend of consistent year-over-year growth. “As we approach the holiday selling season, I am confident we will finish the year strong,” stated Klaus Zellmer, President and Chief Executive Officer, PCNA. “We are looking forward to the start of retail deliveries for our 718 Cayman models and the grand opening of our Porsche Experience Center Los Angeles.”

Consumer demand for the Macan soared in October as 2,120 vehicle sales were recorded, a 133.5 percent increase over October 2015. Year-to-date Macan retail sales stand at 15,482 units, a 38.4 percent increase over the same period in 2015.

Porsche Approved Certified Pre-Owned vehicle sales in the United States were 1,310 for October 2016. CPO sales year-to-date stand at 13,836 units, a 15.1 percent increase compared to the same period in 2015.



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Model	October Sales		Year-to-Date	
	2016	2015	2016	2015
ALL BOXSTER/CAYMAN	441	552	5,430	5,661
ALL 911	444	803	7,491	8,360
ALL CAYENNE	1,206	1,454	12,712	13,721
ALL PANAMERA	295	353	3,636	4,238
ALL MACAN	2,120	908	15,482	11,189
<b>GRAND TOTALS*</b>	<b>4,506</b>	<b>4,070</b>	<b>44,752</b>	<b>43,370</b>

*\*2015 grand totals include 918 Spyder sales; 2016 grand 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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