



Porsche Reports Over 5,000 Sales for the First Time in One Month

U.S. Porsche dealers sell 5,217 vehicles in April

Atlanta. 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 April 2015 sales of 5,217 vehicles, up 28 percent compared to April 2014.

“This is the first time in PCNA history that we celebrate exceeding 5,000 units in one month – a milestone record,” said Detlev von Platen, President and Chief Executive Officer, Porsche Cars North America, Inc. “The U.S. market continues to show increased demand and passion for Porsche.”

April 2015 sales were led by the Cayenne model line, with 1,773 units sold. Macan had its strongest month yet with over 1,500 units delivered, while nearly 900 sales were recorded for the 911. For the year, 16,647 Porsches have been sold, an increase of 17 percent compared to the first four months of 2014.

Porsche Approved Certified Pre-Owned vehicle sales in the U.S. were 1,206 for April 2015, up 18.8 percent compared to April 2014. This month also sets the record for Porsche CPO sales in one month.



PORSCHE

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Model	April Sales		Year-to-Date	
	Current Year	Prior Year	2015 YTD	2014 YTD
ALL BOXSTER/CAYMAN	597	756	2,010	2,611
ALL 911/918	925	960	3,504	3,495
ALL CAYENNE	1,773	1,839	5,299	6,119
ALL PANAMERA	385	517	1,697	1,983
ALL MACAN	1,537	0	4,137	0
GRAND TOTALS	5,217	4,072	16,647	14,208

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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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