



## **Porsche Sets Record Year in 2015 with 51,756 Vehicles Delivered in the United States**

*U.S. Porsche dealers sell 3,936 vehicles in December*

**Atlanta, Georgia.** 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 December 2015 sales of 3,936 vehicles, up 20.2 percent over December 2014. This brought 2015 sales to a close at 51,756 vehicles, a new PCNA sales record and a 10.1 percent increase over 2014.

“We are very proud that for the first time in the history of Porsche in the United States, sales have exceeded 50,000 vehicles in a year,” said Klaus Zellmer, President and CEO, Porsche Cars North America. “Our current vehicle portfolio is the most attractive Porsche has ever had, which made this milestone attainable.”

“For the fourth consecutive year, PCNA has set a new annual retail sales record by a double digit margin,” Joe Lawrence, Executive Vice President and COO, commented on the annual sales. “This continued success is a tribute to the collaboration between our highly professional sales organization and dedicated dealer network.”

In comparison to December 2014, Macan models displayed the largest growth with a 60 percent sales increase. The Boxster model range was up by 48.6 percent and the Cayenne model line also increased in December, experiencing a sales rise of 31.6 percent.

Porsche Approved Certified Pre-Owned vehicle sales in the United States reached an all-time record, with sales of 1,541 units in December 2015. This resulted in a record year, with 14,749



PORSCHE

News Release

January 5, 2015

No. 1/16

Porsche Approved Certified Pre-Owned vehicle sales in 2015, a year-over-year increase of 25 percent.

Model	December Sales		Year-to-Date	
	2015	2014	2015	2014
ALL BOXSTER/CAYMAN	414	342	6,663	7,292
ALL 911/918	654	815	10,101	10,529
ALL CAYENNE	1,229	934	16,473	16,205
ALL PANAMERA	257	320	4,986	5,740
ALL MACAN	1,382	864	13,533	7,241
<b>GRAND TOTALS</b>	<b>3,936</b>	<b>3,275</b>	<b>51,756</b>	<b>47,007</b>

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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 186 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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