



Porsche Sets Record in 2016 with 54,280 Vehicles Delivered in the U.S.

Porsche dealers sell 4,015 vehicles in December

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 4,015 vehicle sales in December. This brings 2016 to a close with 54,280 vehicles sold, a 4.9 percent increase over 2015 and a new PCNA sales record.

“Our product offensive continued to thrive with the arrival of 23 new model variants in 2016. As a result, we achieved our seventh consecutive year of increased sales,” commented Klaus Zellmer, President and CEO, Porsche Cars North America. “I am confident we will see steady growth in 2017 with balanced supply and demand.”

“Macan sales accelerated strongly in 2016 with the introduction of new variants. Porsche plug-in hybrid sales were also promising with 2,111 Cayenne S E-Hybrid models retailed, a 92 percent increase over 2015,” said Joe Lawrence, Executive Vice President and COO, Porsche Cars North America. “In 2017, we look forward to the highly anticipated, all-new Panamera, as well as the first full year of sales for our new 911 and 718 sports car models.”

Porsche Approved Certified Pre-Owned vehicle sales in the United States were 1,730 for December 2016. CPO sales year-to-date stand at 16,981 units, a 15.1 percent increase compared to the same period in 2015.



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Model	December Sales		Year-to-Date	
	2016	2015	2016	2015
ALL BOXSTER/CAYMAN	373	414	6260	6,663
ALL 911	711	654	8901	9,898
ALL CAYENNE	1099	1,229	15383	16,473
ALL PANAMERA	36	257	4403	4,986
ALL MACAN	1796	1,382	19332	13,533
GRAND TOTALS*	4,015	3,936	54,280	51,756

**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, 718 Boxster and 718 Cayman sports cars, 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 and fine dining restaurant, 356. The company operates a second Porsche Experience Center in Los Angeles. This 53-acre complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, and Restaurant 917. 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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