

## Porsche named most appealing premium brand in J.D. Power 2024 APEAL study

*The Taycan also earned best-in-class in its segment for the second year in a row.*

**Atlanta.** Porsche has been ranked number one in the premium segment in the J.D. Power 2024 U.S. Automotive Performance, Execution and Layout (APEAL) Study. It's the eighth time in a decade that Porsche has earned the top position in the annual study. In addition, the Taycan earned the title for best-in-class in the Upper Mid-Size Premium Segment for the second consecutive year.

"The emotional connection to every car and every experience is so important, and we are grateful to our customers for once again rating us so highly," said Timo Resch, President and CEO of Porsche Cars North America, Inc. "This is the result of many years of work that remains very much in progress today as we strive for every Porsche experience to be exceptional – a significant target, and one we're committed to achieving."

The 2024 U.S. Automotive Performance, Execution and Layout (APEAL) Study measures owners' emotional attachment and level of excitement with their new vehicle across 37 attributes, ranging from exterior, driving feel and powertrain. Porsche earned 891 points on a 1,000-point scale, compared to the premium brand average of 870. The 911 was the highest scoring model within the portfolio with a score of 903. The study is based on responses gathered from July 2023 through May of this year from purchasers and lessees of new 2024 model-year vehicles who were surveyed after 90 days of ownership.

### 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 the [Porsche 911](#), [718 Boxster](#), [718 Cayman](#), [Macan](#), [Cayenne](#), [Panamera](#) and [Taycan](#). Headquartered in Atlanta, Georgia, since 1998, PCNA is home to [the first Porsche Experience Center in North America](#), which features two module-based 1.6 mile driver development tracks, a business center and Restaurant 356. The campus is also home to the U.S. headquarters of [Porsche Classic](#). The company operates a second [Porsche Experience Center near Los Angeles](#). That complex features a driver development track with eight educational modules totaling 4.1 miles, a business center, Restaurant 917 and the headquarters of [Porsche Motorsport North America](#). PCNA supports 201 independently owned and operated Porsche dealerships in the U.S., three Porsche studios and five satellite stores in the U.S., including supplying parts, service, marketing, and training. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the Porsche brand's 75-year history of leadership in the advancement of vehicle performance, safety, and efficiency. PCNA is an indirect 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.

Photos and video footage are available to accredited journalists on the [Porsche Press Database](#) and on the [Porsche Cars North America Newsroom](#).

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