

Porsche reports U.S. retail sales for second quarter of 2024

New record: In Q2, sales up 13 percent year-over-year

Atlanta. Porsche Cars North America, Inc. (PCNA) today announced that second-quarter retail deliveries in the United States totaled 21,304 cars to contribute to the best quarterly performance in PCNA history – a rise of 13 percent YoY for this period. This outcome followed supply restrictions in the first quarter. As a result, for the year to date, sales are down four percent compared to H1 2023.

The diversity of model lines driving the growth stood out in Q2. For example, the 911 posted strong results, and had one of its best quarters in PCNA history – and in June, its best month ever – with sales up 52.5 percent for Q2.

“This quarter truly saw us accelerate and for the year to date we are now closing the gap to be only just below where we were this time in 2023, which is an outstanding result given how our year began with supply related challenges,” said Timo Resch, President and CEO of PCNA. “We are grateful to receive such strong, sustained interest from customers across our range of model lines, greatly supported by our 201 independently owned and operated Porsche Centers, each of which strives to deliver a first in class experience for our customers.”

The quarter’s performance was led by the Cayenne and Macan, both of which saw substantial rises in Q2. This was supported by the new Panamera, the supplies of which grew in Q2 as the car was introduced to the US market – with 1,152 retail sales during this time.

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 10,093 vehicles in the second quarter of 2024, up 4.3 percent from the same quarter in 2023.

Model	April-June Sales		Year to Date	
	2023	2024	2023	2024
All 911	3,140	4,790	5,650	6,720
All 718	1,152	1,315	2,276	2,112
All Taycan	1,635	807	3,162	2,054
All Panamera	1,024	1,152	2,030	1,675
All Cayenne	4,618	6,907	8,911	10,168
All Macan	7,326	6,333	14,306	12,004
Grand totals	18,895	21,304	36,335	34,733

PCNA is reporting new car sales from April 1, 2024, to June 30, 2024.

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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