

Porsche reports Q3 2024 U.S. retail sales

Strong demand sees deliveries to customers in first nine months total 54,083 new cars

Atlanta, Georgia. Porsche Cars North America, Inc. (PCNA) today announced U.S. retail deliveries in the third quarter of 2024 totaled 19,350 cars – a decrease of 3.2 percent from the same period one year ago as the renewal of several model lines took place, restricting supply. However, demand remained strong, with the 718, 911 and Cayenne posting significant gains year-over-year (YoY). Overall, sales were down 4 percent YoY for PCNA, with deliveries of the new Macan and the new Taycan still in the early stages of ramping up during Q3.

“This is a strong result driven by sustained US demand,” said Timo Resch, President and CEO of PCNA. “That this was achieved against a backdrop of several model lines being refreshed underlines the positive momentum we’ve experienced this year. In Q4 we can anticipate the new Taycan, new Macan, new 911 and the new Panamera PHEV’s arriving in significant numbers, meaning we are well placed for the future.”

The top seller in the third quarter was the Macan with 5,989 deliveries followed by Cayenne and 911 with 5,339 and 4,121 deliveries respectively. Sales of the 911 – the core of the Porsche brand – were up 36.9 percent compared to Q3 2023 while the 718 posted 36.4 percent increase over the same period.

Notably, Porsche-approved Certified Pre-Owned (CPO) sales in the U.S. for Q3 reached 10,962 units. Year-to-date, CPO sales stand at 31,427, reflecting a 10% increase compared to this point last year.

Model	July-Sept Sales		Year to Date	
	2023	2024	2023	2024
ALL 911	3,010	4,121	8,660	10,841
ALL 718	1,253	1,709	3,529	3,821
ALL TAYCAN	2,050	1,340	5,212	3,394
ALL	1,135	852	3,165	2,527
ALL CAYENNE	6,005	5,339	14,916	15,507
ALL MACAN	6,535	5,989	20,841	17,993
TOTAL	19,988	<u>19,350</u>	56,323	<u>54,083</u>

PCNA follows the U.S. Auto Industry Sales Release Schedule issued by Motor Intelligence. Third quarter new car sales began on July 1, 2024, and ended on September 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](#). The [Porsche Car Configurator](#) can be used by anyone to customize and pre-order any vehicle that lineup at any time. 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., four Porsche studios and six 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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