

Porsche reports U.S. retail sales for second quarter of 2023

Porsche Cars North America sales up 12 percent in the first half of the year to set a new record

Atlanta. Porsche Cars North America, Inc. (PCNA) today announced that second-quarter retail deliveries in the United States totaled 18,895 cars to contribute to an all-time record for PCNA for the first six months of the year of 36,335 cars – a rise of 12 percent during this period. This performance was despite model cycle changes and supply restrictions contributing to a 3 percent decline in sales in the second quarter compared to the same period in 2022.

In the 75th year of the Porsche sports car, Porsche Cars North America continued to inspire customers through not only its current lineup of cars but also with exciting new additions. The quarter saw the launch of the new Cayenne to critical acclaim, with the first cars delivered to customers in June.

“In a quarter that saw us mark a special anniversary it’s important that we’re continuing to receive such strong, sustained interest from customers across our range,” said Joe Lawrence, Executive Vice President and COO of PCNA. “As we welcome the new Cayenne, a small decline in Q2 was expected and planned for as we prepare ourselves for the second half of the year. That we set a new record in our first six months is, in part, thanks to many colleagues across America giving their all to ensure every customer has an exceptional experience. Our company is thriving as we near 200 independently owned and operated Porsche centers across the United States, working with the most incredible new cars designed and engineered in Germany.”

The year’s performance was led by the Macan – up 34 percent for the year to date – and the 911 and 718 two-door sports cars, with gains of 9 percent and 31 percent respectively over the same time period in 2022. By the same measure, the Panamera posted a 6 percent gain over the first six months of the year and the Cayenne a 4 percent gain, while June was the best month of the year yet for the Taycan with 667 sales as supply increases.

Porsche Approved Certified Pre-Owned (CPO) sales in the U.S. totaled 9,675 vehicles in the second quarter of 2023, up 23.3 percent from the same quarter in 2022.

Model	April-June Sales		Year to Date	
	2022	2023	2022	2023
All 911	3,052	3,140	5,175	5,650
All 718	962	1,152	1,744	2,276
All Taycan	2,524	1,635	4,449	3,162
All Panamera	1,126	1,024	1,913	2,030
All Cayenne	5,913	4,618	8,566	8,911
All Macan	5,910	7,326	10,682	14,306
Grand totals	19,487	18,895	32,529	36,335

PCNA is reporting new car sales from April 1, 2023, to June 30, 2023.

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 197 independently owned and operated Porsche centers, one Porsche Studio and three 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.

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