

Number One: Porsche earns top spot for sales satisfaction in J.D. Power Study for the second year in a row

Porsche sales experience ranks highest among all premium brands

Atlanta. New car customers rated Porsche as the top premium brand in the J.D. Power 2024 U.S. Sales Satisfaction Index (SSI) StudySM released Thursday.

This is the second consecutive year Porsche has earned this honor. With a total of 851 points, Porsche's score jumped 11 points to earn the number one ranking in the industry, as well as the number one ranking in both the premium car and premium SUV segments.

Customers rated brands on six aspects of buyer satisfaction for the new car buying process. Porsche earned the highest ratings from customers across all six scored categories in the study including satisfaction with delivery process; dealer personnel; working out the deal; paperwork completion; dealership facility; and dealership website.

"We are thrilled to receive this award for the second year in a row," said Timo Resch, President and CEO of Porsche Cars North America (PCNA). "Our commitment to our customers is longstanding and core to our work as we strive to provide exceptional experiences. The devotion and diligence of our colleagues in our network of more than 200 independently owned and operated Porsche Centers and the staff of Porsche Cars North America is second to none. It's gratifying those efforts are recognized once again."

The SSI Study provides an analysis of the purchase experience from a customer perspective. It is based on responses from 34,596 people who purchased or leased new vehicles between March and May 2024.

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News Release

November 7, 2024

No. xx/24

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 in 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 202 independently owned and operated Porsche Centers 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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