

Porsche receives top honor for the third consecutive year in J.D. Power study

Porsche remains the leader among luxury brand car owners according to the 2024 U.S. Automotive Brand Loyalty Study

Atlanta. J.D. Power, a global leader in customer insights, announced today that Porsche is ranked number one in the premium car category in the 2024 U.S. Automotive Brand Loyalty Study. This is the third consecutive year Porsche has received this honor. The study measures customer loyalty by analyzing whether an owner purchased the same brand after trading in their existing vehicle.

“Customer loyalty is at the core of the Porsche brand,” said Timo Resch, President and CEO of Porsche Cars North America, Inc. “Every one of us, from our independently owned and operated Porsche Centers across America to our headquarters here in Atlanta, is committed to creating a world-class experience from start to finish. We are grateful to deliver such a meaningful experience that is a result of our team’s daily efforts.”

Now in its sixth year, the study uses data from the Power Information Network to calculate whether an owner purchased the same brand after trading in an existing vehicle on a new vehicle. Customer loyalty is based on the percentage of vehicle owners who choose the same brand when trading in or purchasing their next vehicle, with only sales at new-vehicle franchised dealers qualifying. The study includes brand loyalty across five segments; premium car; premium SUV, mass market car mass market SUV and truck. The 2024 study calculations are based on transaction data from September 2023 through August 2024 and include all model years traded in.

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 201 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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