

# Porsche in the USA

## Facts & Figures

**USA** is the largest single market for the 911. With 8,970 vehicles, nearly every third 911 is sold here.



**2017** was the 8<sup>th</sup> consecutive year of growth in a row.

**55,420**  
delivered vehicles



In 2017, the U.S. were the **second strongest sales region** after China.



The proportion of **female customers** in the U.S. is **24%**.



The **Macan** has the **highest share of women buyers** with around **33%**.



**718 Boxster & Cayman**

**Cayenne**

**Panamera**

**Macan**

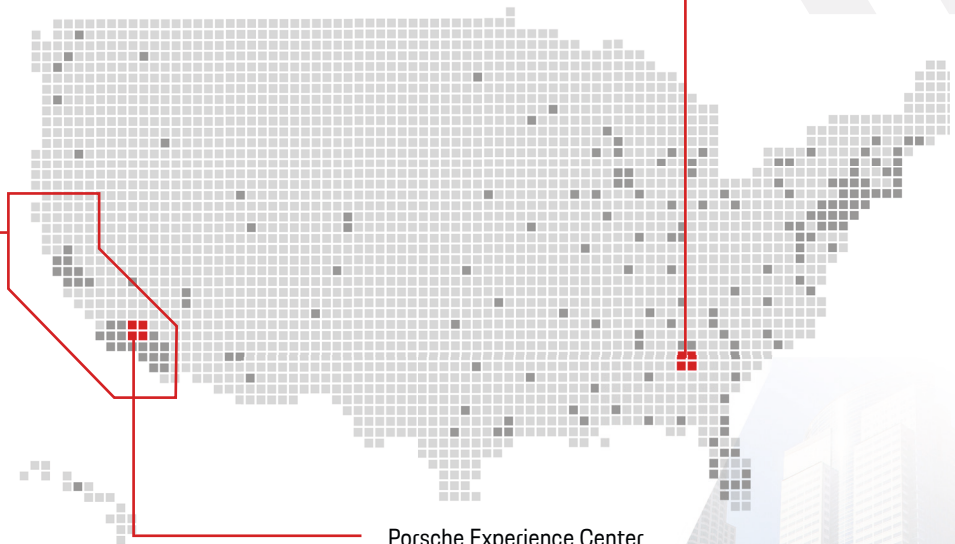
The U.S. **Porsche Experience Centers** are a success. This summer, they reached the milestone of a combined **250,000 visitors**.



If **California** was a country, it would be Porsche's **5<sup>th</sup> largest market** in the world.



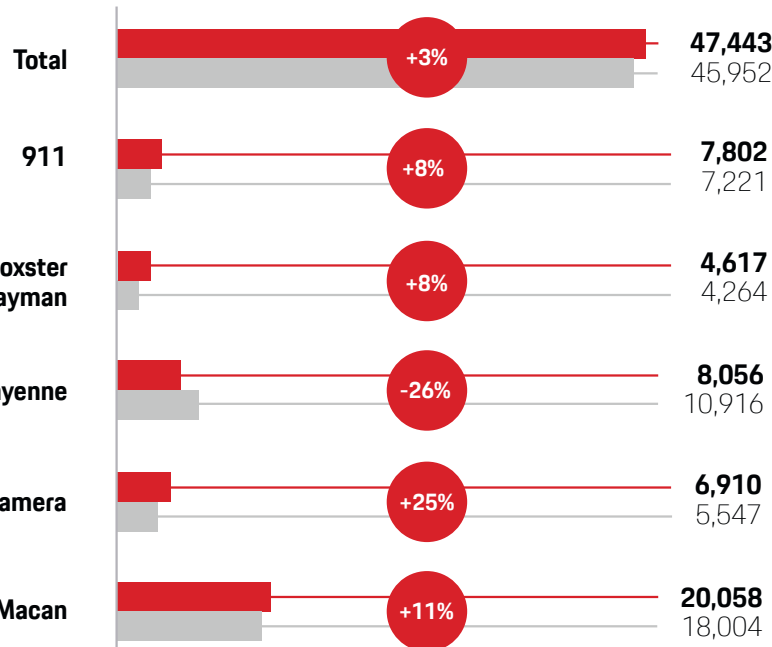
Porsche Experience Center  
**Atlanta**



Porsche Experience Center

**Los Angeles**

### Deliveries in the USA per end of October 2018



01-10/2018  
01-10/2017

