
Porsche slightly below previous year's sales

Porsche delivered 77,640 cars worldwide in the first three months of the year. This is four percent less than in the first quarter of 2023, although the markets developed very differently and upcoming model changes also had an impact. In Europe, where more than a quarter of vehicles are sold, sales rose by nine percent, in Germany by as much as 37 percent with 11,274 new registrations. In China, on the other hand, where the market situation is tense, sales fell by 24 percent to 16,340 vehicles. The drop in North America was similarly high with 15,087 deliveries. Porsche cites customs-related delays as the main reason for this. In the overseas and growth markets, sales increased by 14 percent to 14,895 units.

The most popular model was the Cayenne with 28,025 units and an increase of 20 percent. 20,576 buyers opted for a Macan (down 14 percent) before the model changeover in the second half of the year. The 911 recorded 12,892 deliveries (+17%), while the Panamera and Taycan models, which are also about to undergo a model change, sold 6,139 (-28%) and 4,236 units (-54%) respectively. Of the 718 Boxster and 718 Cayman, 5772 cars were sold. (aum)

Images for article



Photo: Autoren-Union Mobilität/Porsche

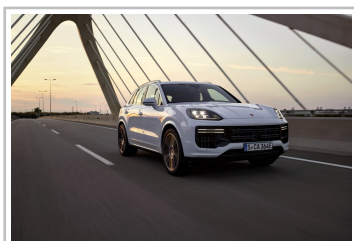


Cayenne Turbo E-Hybrid.

Photo: Autoren-Union Mobilität/Porsche



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