



**Porsche**  
**Pre-Close Call**  
**Q4 2024**

JANUARY 21, 2025

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# Disclaimer

Following our 2024 sales release on January 13th, the Q4 Pre-Close call aims to provide all analysts and investors with the contents of that sales release, the most recent management statements at roadshows, conferences, and events. We also refer to the relevant messages from the Q1, Q2 and Q3 earnings call, and relevant public statements that we have made in the interim period.

Please note there will be no individual pre close calls since we enter our quiet period right after this call.

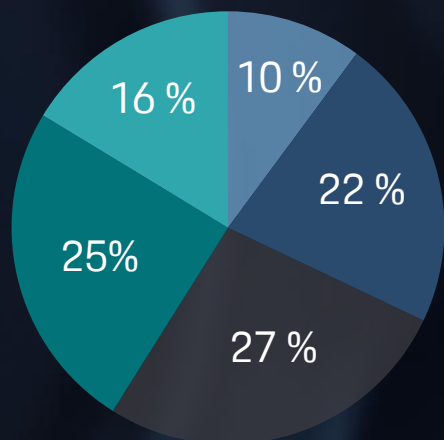
The pre close call does not contain information on the financial results for Full Year 2024. All documents including the Full Year 2024 Financial Report will be disclosed on our Investor Relations website on the day of the earnings release, March 12th 2025.

# Automotive – Deliveries

2023 VS 2024

## REGIONAL DISTRIBUTION

320.221 DELIVERIES

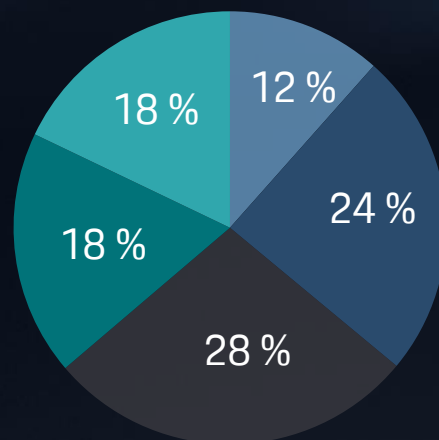


2023

■ Germany      ■ China<sup>2</sup>      ■ North America<sup>1</sup>  
■ Europe (excl. GER)      ■ Overseas and Emerging Markets

<sup>1</sup> Excl. Mexico | <sup>2</sup> incl. Hong Kong

310.718 DELIVERIES



2024

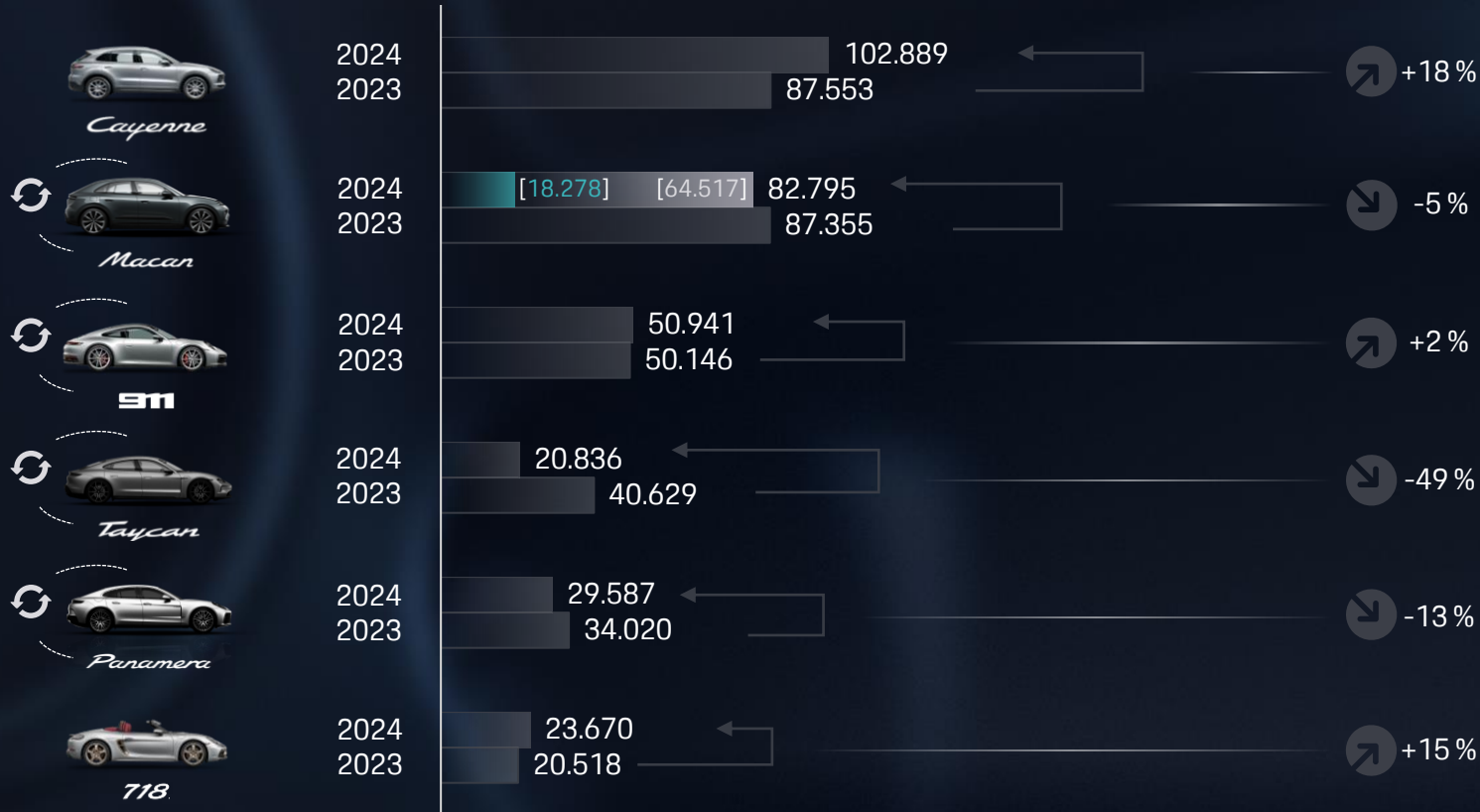
- » Porsche is sticking to its value-based sales approach aiming to balance demand and sales.
- » Porsche has grown in four out of five world regions and achieved historic records.
- » Sales structure across regions more balanced than ever.
- » The decline in China is mainly due to the continuing challenging economic situation in this region.
- » The Overseas and Emerging Markets again developed positively with growth of 6 % compared to unit sales.

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# Automotive – Deliveries

2023 VS 2024

## MODEL DISTRIBUTION, IN K UNITS



Product Changeover 2024 Macan Electric Macan Petrol

- » Porsche proved to be robustly positioned in 2024.
- » Porsche AG comprehensively renewed its product range, with a generation change for four out of the six model lines.
- » New all-electric generation of the Macan has been successively introduced to the markets with over 18k units.
- » The iconic 911 sports car continued to enjoy great popularity in 2024.
- » The Cayenne was already fundamentally revised in 2023 and has become the bestseller.
- » The decline of 13% for the new Panamera can be mainly explained by the lower demand for this model line in the Chinese market.
- » The 49% decline in Taycan deliveries can be attributed to the slower than planned electric ramp-up and the product changeover.

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