# Sales Statistics

**16/07/2019** Here you can find the sales statistics for Porsche Cars North America from 1986 to 2022.

From 1986 to 1996, the chart shows combined sales for North America (U.S. and Canada).

|  Year |  Units |
|---|---|
|  1996 | 7.524 |
|  1995 | 6.078 |
|  1994 | 5,820 |
|  1993 | 3.713 |
|  1992 | 4.131 |
|  1991 | 4.388 |
|  1990 | 9,140 |

|  Year |  Units |
|---|---|
|  1989 | 9.479 |
|  1988 | 15,737 |
|  1987 | 23,632 |
|  1986 | 30.471 |

## Porsche Sales in North America

From 1997 to 2008, the first number in the units column shows combined sales for North America (U.S. and Canada). The second number represents the U.S. only.

| Year | Units |
|---|---|
| 2025 | U.S. 76,219 |
| 2024 | U.S. 76,167 |
| 2023 | U.S. 75,415 |
| 2022 | U.S. 70,065 |
| 2021 | U.S. 70,025 |
| 2020 | U.S. 57,294 |
| 2019 | U.S. 61,568 |
| 2018 | U.S. 57,202 |
| 2017 | U.S. 55,420 |
| 2016 | U.S. 54,280 |
| 2015 | U.S. 51,756 |
| 2014 | U.S. 47,007 |
| 2013 | U.S. 42,323 |
| 2012 | U.S. 35,043 |
| 2011 | U.S. 29,023 |
| 2010 | U.S. 25,320 |
| 2009 | U.S. 19,696 |
| 2008 | 27,717 (U.S. 26,035) |
| 2007 | 36,680 (U.S. 34,693) |
| 2006 | 36,095 (U.S. 34,227) |
| 2005 | 33,859 (U.S. 31,933) |
| 2004 | 33,289 (U.S. 31,473) |
| 2003 | 30,028 (U.S. 28,417) |
| 2002 | 22,511 (U.S. 21,320) |
| 2001 | 24,143 (U.S. 23,047) |

| | |
|---|---|
| 2000 | 23,698 (U.S. 22,412) |
| 1999 | 21,915 (U.S. 20,889) |
| 1998 | 18,207 (U.S. 17,239) |
| 1997 | 13,731 (U.S. 12,986) |

From 1986 to 1996, the chart shows combined sales for North America (U.S. and Canada).

## 2016

- 2016 U.S. News & World Report – Best Luxury Brand
- 2016 Kelley Blue Book – Best Performance Luxury Brand
- 2016 J.D. Power Porsche Sales Satisfaction – Best Luxury Brand 2016
- 2016 10 Best : Sports Car
- 2016 J.D. Power Highest Ranked Appeal – Compact Premium Sporty Car
- 2016 Automobile – All Stars
- IHS Markit Luxury Sports Car
- 2016 Kelley Blue Book Best Resale Value Awards: Luxury Compact SUV/Crossover
- 2016 J.D. Power Highest Ranked Appeal – Compact Premium SUV
- 2016 J.D. Power Highest Initial Quality – Compact Premium SUV
- 2016 Kelley Blue Book – Best Resale Value: Luxury Compact SUV/Crossover
- 2016 Daily News Autos Award – Entry Level SUV
- 2016 10 Best Award SUV: Compact Luxury Crossovers and SUVs
- 2016 Kelley Blue Book – Best Resale Value: High-End Luxury Car

note: Units sold indicates calendar year sales.

# MEDIA ENQUIRIES

**Jennifer Pifer Bixler**

Corporate Spokesperson
470-827-1201
Jennifer.Bixler@porsche.us

## Link Collection

Link to this article
https://newsroom.porsche.com/en_US/company/porsche-cars-north-america-sales-statistics-18190.html

Media Package
https://pmdb.porsche.de/newsroomzips/5bf4a5f8-0c26-45b4-a841-87d54cb9b896.zip