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

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