# Porsche reports new all-time U.S. sales record in 2025

**16/01/2026** PCNA delivered 76,219 new vehicles in the United States last year – narrowly exceeding the 2024 results.

**Atlanta, Georgia.** Porsche Cars North America, Inc. (PCNA) today announced U.S. retail deliveries of 76,219 vehicles in 2025, surpassing the previous record of 76,167 vehicles in 2024. Despite an evolving market, this marks the strongest sales year in PCNA's history.

New car sales were not the only record set in 2025. Porsche Approved Certified Pre-Owned (CPO) sales reached a new high of 48,092 units. This represents an 11 percent increase over 2024, and underscores continued demand across the brand.

"Driven by the loyalty and enthusiasm of our customers for the incredible cars we offer, we have achieved stability and even growth to set a new record in a market that experienced profound change in 2025," said Timo Resch, President and CEO of PCNA. We are grateful to every Porsche Center and everyone at PCNA for striving to exceed the expectations of our customers – an approach we will take

with us into 2026, as we look forward to exciting new cars reaching U.S. roads for the first time. These will include the mighty new 911 Turbo S and the Cayenne Electric – which joins the existing gas and Hybrid models on-sale today."

The Macan led the sales results, achieving its best year to date with 27,139 units sold, driven by strong demand for both its internal combustion and electric variants – while the Cayenne followed with 20,314 deliveries.

Two-door sports cars maintained healthy demand, with 911 sales totaling 13,574 units and the 718 reaching 6,399 units as production neared its end. Notably, December was the strongest month ever for 911 deliveries.

Panamera deliveries rose 16.8 percent year-over year with sales totaling 4,651.

The Taycan model line accounted for 4,142 deliveries in 2025.

| **Model** | **Oct - Dec Sales** | | **Full-Year** | |
|---|---|---|---|---|
| | 2024 | **2025** | 2024 | **2025** |
| **ALL 911** | 3,287 | **4,702** | 14,128 | **13,574** |
| **ALL 718** | 1,877 | **1,001** | 5,698 | **6,399** |
| **ALL MACAN** | 7,187 | **5,977** | 25,180 | **27,139** |
| **ALL CAYENNE** | 6,925 | **5,693** | 22,432 | **20,314** |
| **ALL PANAMERA** | 1,455 | **1,241** | 3,982 | **4,651** |
| **ALL TAYCAN** | 1,353 | **506** | 4,747 | **4,142** |
| **TOTAL** | 22,084 | **19,120** | 76,167 | **76,219** |

PCNA follows the U.S. Auto Industry Sales Release Schedule issued by Motor Intelligence. PCNA is

reporting new car sales from January 3, 2025, to January 2, 2026.

## MEDIA ENQUIRIES

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