



PORSCHE

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PORSCHE SELECTS MONTEREY CAR FESTIVITIES TO UNVEIL NEW PANAMERA IN NORTH AMERICA

*Highly Anticipated Four-Door Gran Turismo Debuts Amidst America's Most Prestigious
Celebration of the Automobile*

Atlanta, July 6, 2009 – Porsche announced it will show its all-new Panamera Gran Turismo to the North American public for the first time during Monterey Peninsula's Classic Car Week (August 9-16) that includes the Quail, a Motorsports Gathering, the 36th Rolex Monterey Historic Automobile Races and the famed Pebble Beach Concours d'Elegance.

The new Panamera has been eagerly awaited ever since Porsche announced it would build the brand's first-ever four-door sports car. Porsche's unique four-seater was conceived and designed as a grand touring car, combining numerous talents in typical Porsche style: sporting driving dynamics, a spacious interior, and the supreme comfort of a gran turismo.

The Panamera will go on sale at Porsche's 202 U.S. dealers on October 17, 2009.

"The exclusive automotive events that take place on the Monterey Peninsula this August are the perfect stage to roll out this extraordinary car," said Detlev von Platen, President and CEO of Porsche Cars North America. "Our Panamera will feel right at home among both vintage and modern classics and will make quite a splash among the tens of thousands of true automobile enthusiasts there."

To celebrate the arrival of the new Panamera Porsche has joined numerous prestigious brands in sponsoring the Quail, a Motorsports Gathering and the Pebble Beach Concours d'Elegance. While the Quail Lodge will be the backdrop of a Porsche Experience Center where VIP test drives will be conducted throughout the week, Pebble Beach has, for the first time, introduced a Porsche category on the hallowed grounds of the 18th fairway.

The Panamera celebration also involves the 36th Rolex Monterey Historic Automobile Races where Porsche is the featured marque this year. This will have special meaning to all those race drivers, teams, and fans of Porsche as one of the most famous vintage racing events in the world honors the most successful racing brand of all time. Porsche will bring to the event a number of significant and rare historic race cars, the Formula One and Two cars among them.

About Porsche Cars North America, Inc.

Porsche Cars North America, Inc. (PCNA), based in Atlanta, Ga., is the exclusive importer of Porsche sports cars and sport utility vehicles for the United States. It is a wholly owned, indirect subsidiary of Dr.

Ing.h.c. F. Porsche AG. PCNA employs approximately 180 people who provide Porsche vehicles, parts, service, marketing and training for its 202 dealers. The dealers, in turn, provide Porsche owners with best-in-class service. Throughout its 60-year history, Porsche has developed numerous technologies that have advanced vehicle performance, improved safety and spurred environmental innovations within the automotive industry. The company continues to celebrate its heritage by adding to its long list of motorsports victories dating back to its first 24 Hours of Le Mans class win in 1951. Today, with more than 28,000 victories, Porsche is recognized as the world's most successful brand in sports car racing. PCNA, which imports to the U.S. the iconic 911 series, the Boxster and Cayman mid-engine sports cars, Cayenne sport utility vehicles, and soon the four-passenger Panamera, strives to maintain a standard of excellence, commitment and distinction synonymous with its brand.

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