



PORSCHE

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Porsche 911 for the fourth time in a row receives a J.D. Power Award in satisfaction survey

Premium quality of Porsche attested by US customers

Stuttgart/Westlake Village. It's a hat-trick: Porsche drivers in the USA are highly satisfied with new cars from Zuffenhausen and Leipzig. For the third time in succession, the Stuttgart sports car manufacturer took top place in the overall ratings – as it did in 2013 and 2014 – in this year's "Initial Quality Study" by the renowned US market research institute J.D. Power.

"The success of Porsche is primarily dependent on the satisfaction of our customers," said Matthias Müller, Chairman of the Executive Board of Dr. Ing. h.c. F. Porsche AG. "We see these awards as confirmation of our strategy for high quality standards in design, development and production and in continuously offering Porsche customers a unique purchase and ownership experience."

The Porsche 911 took first place in the US customer survey – for the fourth time in a row – and received the J.D. Power Award as the car with the highest customer satisfaction in the "Midsize Premium Sporty Car" segment. The Boxster is also becoming a guarantee for success. The mid-engine roadster achieved a hat-trick by winning first place in the "Compact Premium Sporty Car" segment. As last year, directly followed by the Cayman mid-engine coupé.

The Porsche Macan – not included in the study last year due to the market launch – promptly went to top position and received the award for "Highest Initial Quality - Compact Premium SUV". In the customer survey, the sporty Cayenne off-roader and the Panamera Gran Turismo also landed on the winner's rostrum. The two cars each achieved third place in the "Midsize Premium SUV" and "Large Premium Car" seg-

ments. As a result, it is the first time that five Porsche model series reached the top 3 rankings in their respective segments.

From the results of its study, the US market researcher also rated the production sites. In the plant ratings for Europe and Africa, the home Porsche plant in Stuttgart-Zuffenhausen received the Bronze Award for “U.S. Initial Quality Study – Plant Quality Award 2015”.

In the “Initial Quality Study”, J.D. Power and Associates surveys new car customers once a year 90 days after delivery of their car. In this year's 29th edition of the study, new US car owners were surveyed on the quality of their new car in various categories containing 233 criteria from February to May 2015. Among the properties which owners were asked to rate were “driving experience” and “engine and transmission”.

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Please note: Photographs for downloading are available to accredited journalists from the Porsche press database at the Internet address <https://presse.porsche.de>

Porsche model range 911: combined fuel consumption 12.7–8.2 l/100 km; CO₂ emissions 296–191 g/km; efficiency class (Germany): G–F

Porsche model range Boxster: combined fuel consumption 9.0–7.9 l/100 km; CO₂ emissions 211–183 g/km; efficiency class (Germany): G–F

Porsche model range Cayman: combined fuel consumption 10.3–7.9 l/100 km; CO₂ emissions 238–183 g/km; efficiency class (Germany): G–F

Porsche model range Cayenne: combined fuel consumption 11.5–6.6 l/100 km; CO₂ emissions 267–173 g/km; efficiency class (Germany): F–B

Porsche Cayenne S E-Hybrid: combined fuel consumption 3.4 l/100 km, combined energy consumption 20.8 kWh/100 km; combined CO₂ emissions 79 g/km; efficiency class (Germany): A+

Porsche model range Panamera: combined fuel consumption 10.5–6.4 l/100 km; CO₂ emissions 245–169 g/km; efficiency class (Germany): F–B

Porsche Panamera S E-Hybrid: combined fuel consumption 3.1 l/100 km, combined energy consumption 16.2 kWh/100 km; combined CO₂ emissions 71 g/km; efficiency class (Germany): A+

Porsche model range Macan: combined fuel consumption 9.2–6.1 l/100 km; CO₂ emissions 216–159 g/km; efficiency class (Germany): E–B

Porsche 918 Spyder: combined fuel consumption 3.1–3.0 l/100 km, combined energy consumption 12.7 kWh/100 km; CO₂ emissions 72–70 g/km; efficiency class (Germany): A+