

# 2021 Canadian Black Book Overall Brand (Luxury) award and three model accolades to Porsche

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22/03/2021 Best Retained Value nods given to 911, Panamera, and Macan in their respective categories.

Canadian Black Book (CBB) announced that Porsche has received its 2021 Overall Brand Award – Luxury: a recognition for the brand that has the best retained value on average throughout the entire product portfolio. In addition, Porsche was also bestowed with awards for its 911, Panamera and Macan model lines. The vehicles were picked for Best Retained Value in the Premium Sporty Car, Prestige Luxury Car, and Compact Luxury Crossover categories, respectively.

We are honoured and delighted to accept the Overall Brand Award – Luxury as well as three model

accolades from Canadian Black Book this year," said Marc Ouayoun, President and CEO, Porsche Cars Canada, Ltd. ☒Consumers have many available choices in the market and we welcome these recognitions which provide an additional reason to consider the brand. These outstanding acknowledgments by the leading authority highlight strong value retentions which ultimately benefit the customer."

The ☒Best Retained Value Awards" are given to vehicles which retain the highest percentage of their MSRP after four years. This represents the eighth year in a row that Panamera tops its category, second for 911, third for Macan, as well as the fourth consecutive time Porsche earns the Overall Luxury Brand Award.

**About Porsche Cars Canada, Ltd.**
Established in 2008, Porsche Cars Canada, Ltd. (PCL) is the exclusive importer and distributor of the Porsche 911, 718 Boxster and 718 Cayman, Taycan, Panamera, as well as Cayenne and Macan. Headquartered in Toronto, Ontario, since 2017, PCL employs a team of more than 50 in sales, aftersales, finance, marketing, retail development, and public relations. They, in turn, work to provide Porsche customers with a best-in-class experience in keeping with the brand's 70-year history of leadership in the advancement of vehicle performance, safety, and efficiency. In 2019, a Parts Distribution Centre opened its doors in Mississauga to service the countrywide network of 21 Porsche Centres. PCL is the dedicated subsidiary of Porsche AG, headquartered in Stuttgart, Germany. In 2020, Porsche sold 7,402 units in Canada.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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