Press Release

February 12, 2019

Best Retained Value nods given to Panamera, and Macan in their respective categories

2019 Canadian Black Book Overall Brand (Luxury) award and two model accolades to Porsche

Toronto. Canadian Black Book (CBB) announced that Porsche has received the Overall Brand – Luxury award: 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 the Panamera and Macan in their corresponding categories. The models were picked as winners for Best Retained Value in the Premium Luxury Car and Compact Luxury SUV categories, respectively.

“It is with delight that we accept the Overall Brand (Luxury) and two model awards from Canadian Black Book,” said Marc Ouayoun, President and CEO, Porsche Cars Canada, Ltd. “There are many choices available to consumers in the market and we believe these recognitions provide an additional reason to consider the brand. These acknowledgments by the leading authority reinforce the value retention of our product line 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 sixth year in a row that Panamera tops its category and the second time that Porsche earns the Overall Brand (Luxury) nod.

Porsche Cars Canada, Ltd., a dedicated subsidiary of Porsche AG, imports and distributes Porsche vehicles in Canada. The company employs a team of more than 50 in sales, aftersales,

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finance, marketing, network development, and public relations. In 2018, Porsche sold an unprecedented 8,904 units in Canada, up 7.9% over the prior year.

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