

2018: A strong year for Porsche

Operating profit

» € 4.3 billion

+4%

Sales revenue

» € 25.8 billion

+10%

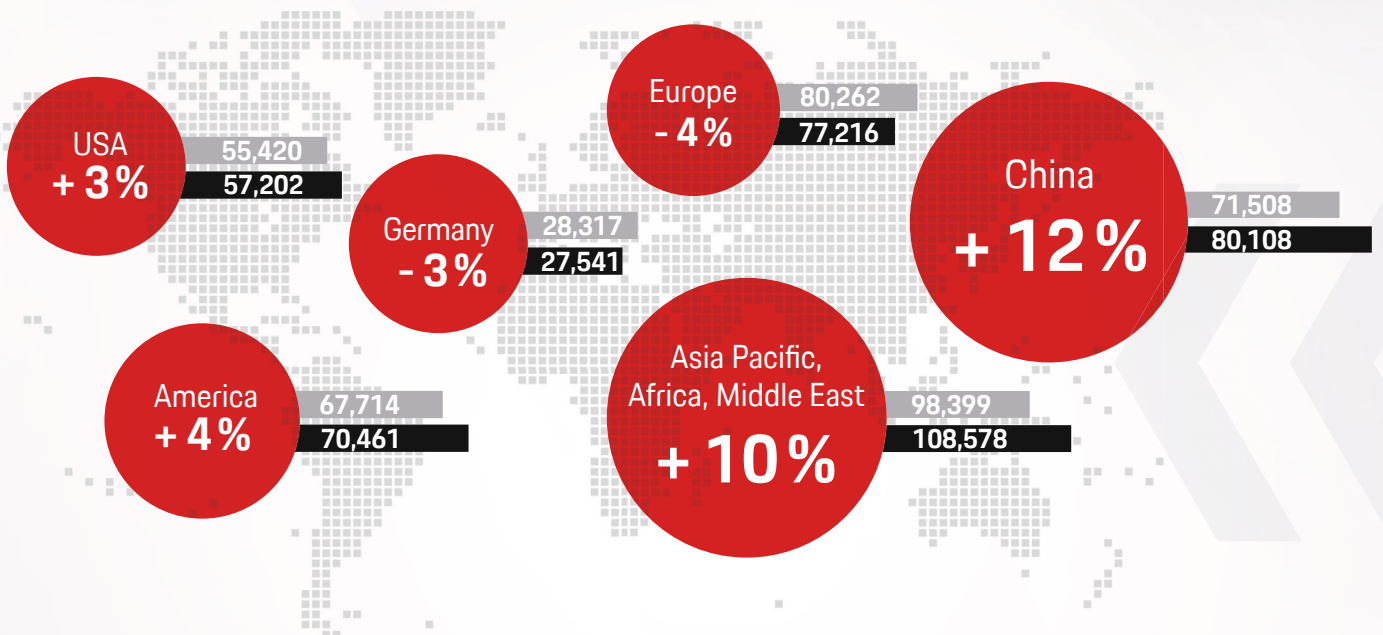
Operating return on sales

» 16.6%

2017: 17.6%

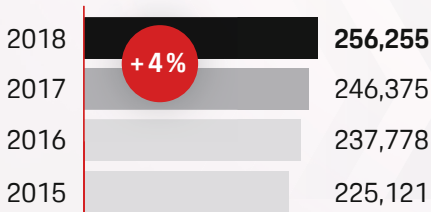
» Deliveries worldwide

■ 2017
■ 2018

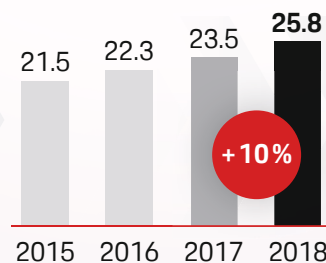


» Key figures

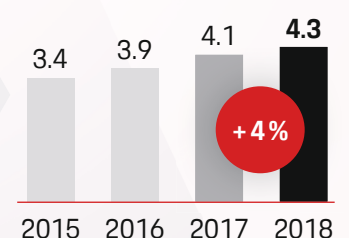
Deliveries worldwide



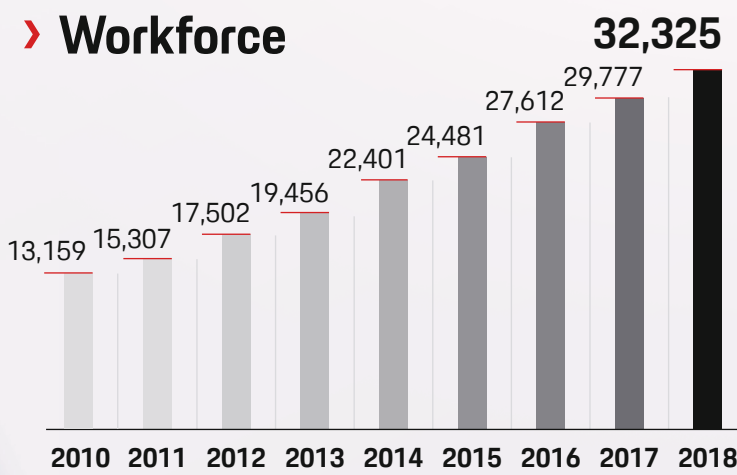
Sales revenue in billions of euro



Operating profit in billions of euro



» Workforce



» „Since 2012, our workforce has more than doubled. And electromobility is another job engine: we are creating 1,500 new jobs for the Taycan alone.“

Oliver Blume, CEO of Porsche since 2015



» Sales success hybrid technology

>60% of all delivered Panamera models in Europe are E-hybrids.



» Strong final phase for the 911

10% more 911 were delivered in comparison to the previous year.



» Massive investment in electromobility

6 billion euros will be invested by 2022 in the development and infrastructure of the Porsche e-fleet.

