

2019: The year of the Taycan

› Fiscal year 2019: innovative, sustainable and successful with important strategic decisions

* before special items

Sales revenue

» 28.5 bn €

+11%

Operating profit*

» 4.4 bn €

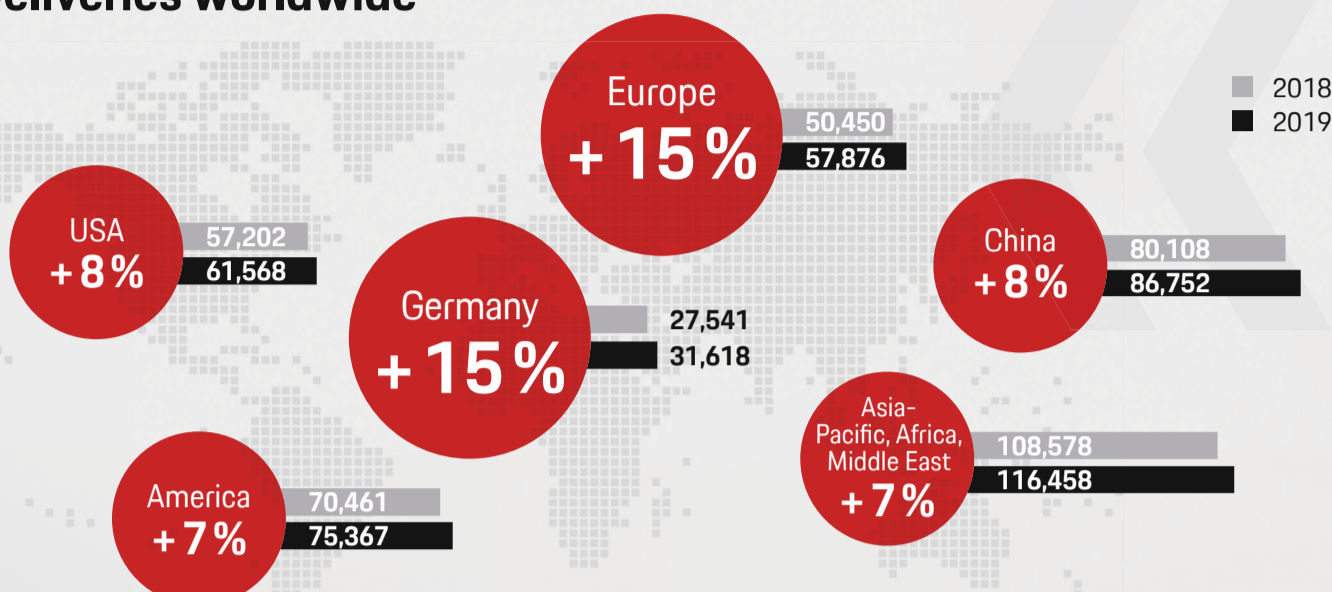
+3%

Operating return on sales*

» 15.4%

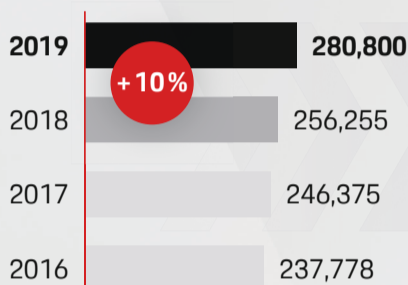
2018: 16.6%

› Deliveries worldwide

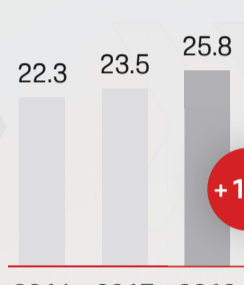


› Value-creating, controlled, sustainable growth

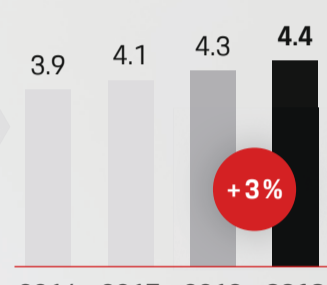
Total deliveries



Sales revenue in billions of euro



Operating profit in billions of euro*



* before special items

› A Porsche for a new era

With the Taycan, Porsche has introduced its first fully electric sports car and is enhancing its product range to three powertrain technologies: highly emotional petrol engines, progressive plug-in-hybrids and fully electric cars.



approx. **2,000**

new jobs were created in Zuffenhausen for the Taycan alone. Since 2010, the number of employees has almost tripled to 35,429.

30,000

prospective buyers who each paid a deposit of 2,500 euros in Europe expressed their interest in buying the Taycan even before its world premiere in September 2019.

> 50%

of the entire Porsche product range are to be sold as electric vehicles or partially electric vehicles by 2025. Even now, over 60 percent of the Panamera model series sold in Europe is a hybrid variant.

› New models in 2019

718

- › 718 Cayman GT4
- › 718 Spyder

Macan

- › Macan GTS
- › Macan Turbo

Cayenne

- › Cayenne Coupé
- › Cayenne E-Hybrid Coupé
- › Cayenne S Coupé
- › Cayenne Turbo Coupé
- › Cayenne Turbo S E-Hybrid
- › Cayenne Turbo S E-Hybrid Coupé

Panamera

- › Panamera 4
- › Panamera 4 Sport
- › Panamera 4 E-Hybrid
- › Panamera 4 E-Hybrid Sport
- › 10 Years Edition
- › Turismo 10 Years Edition

Taycan

- › Taycan 4S
- › Taycan Turbo
- › Taycan Turbo S

911

- › 911 Carrera
- › 911 Carrera Cabriolet
- › 911 Carrera S Cabriolet
- › 911 Carrera 4
- › 911 Carrera 4 Cabriolet
- › 911 Carrera 4S Cabriolet

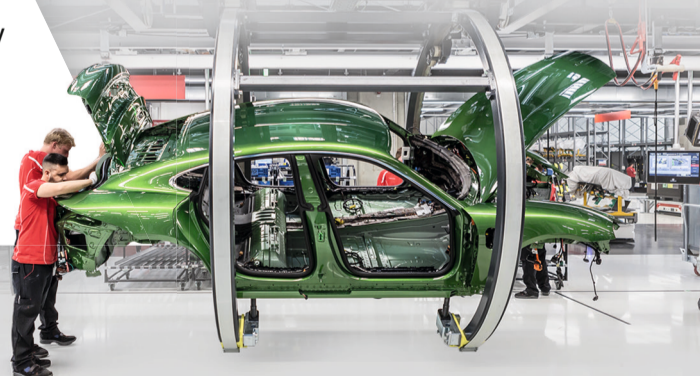
› CO₂-neutral production

Since the start of **2017**

Porsche has relied completely on green electricity at all its production locations.

Production without environmental impact:

With the new Taycan factory, Porsche has taken further important steps on the path to a "Zero Impact Factory".



Oliver Blume,
Chairman of the Executive Board of Porsche AG



› "Our primary goal is value-creating growth. We have increased our result by more than 60 percent over the past five years. This allows us to create the prerequisites to fully meet our entrepreneurial responsibilities in economic, ecological and social areas."

718 Cayman GT4: Fuel consumption combined 10.9 l/100 km; CO₂ emissions 249 g/km | **718 Spyder:** Fuel consumption combined 10.9 l/100 km; CO₂ emissions 249 g/km | **Macan GTS:** Fuel consumption combined 9.6 l/100 km; CO₂ emissions 218 g/km | **Macan Turbo:** Fuel consumption combined 9.8 l/100 km; CO₂ emissions 224 g/km | **Cayenne Coupé:** Fuel consumption combined 9.4 – 9.3 l/100 km; CO₂ emissions 215 – 212 g/km²⁾ | **Cayenne E-Hybrid Coupé:** Fuel consumption combined 3.2 – 3.1 l/100 km; CO₂ emissions 75 – 72 g/km; electricity consumption (combined) 11.4 – 11.3 kWh/100 km²⁾ | **Cayenne S Coupé:** Fuel consumption combined 9.4 – 9.2 l/100 km; CO₂ emissions 216 – 212 g/km²⁾ | **Cayenne Turbo Coupé:** Fuel consumption combined 11.7 – 11.3 l/100 km; CO₂ emissions 261 – 258 g/km²⁾ | **Cayenne Turbo S E-Hybrid:** Fuel consumption combined 3.9 – 3.7 l/100 km; CO₂ emissions 90 – 85 g/km; electricity consumption (combined) 19.6 – 18.7 kWh/100 km²⁾ | **Cayenne Turbo S E-Hybrid Coupé:** Fuel consumption combined 3.9 – 3.7 l/100 km; CO₂ emissions 90 – 85 g/km; electricity consumption (combined) 19.6 – 18.7 kWh/100 km²⁾ | **Panamera 4:** Fuel consumption combined 8.4 l/100 km; CO₂ emissions 194 – 192 g/km²⁾ | **Panamera 4 Sport Turismo:** Fuel consumption combined 8.8 – 8.7 l/100 km; CO₂ emissions 201 – 200 g/km²⁾ | **Panamera 4 E-Hybrid:** Fuel consumption combined 2.7 – 2.6 l/100 km; CO₂ emissions 62 – 60 g/km; electricity consumption (combined) 16.1 – 16.0 kWh/100 km²⁾ | **Panamera 4 E-Hybrid Sport Turismo:** Fuel consumption combined 2.9 – 2.8 l/100 km; CO₂ emissions 66 – 64 g/km; electricity consumption (combined) 16.2 – 16.1 kWh/100 km²⁾ | **Taycan 4S:** Combined power consumption 24.6 kWh/100 km; combined CO₂ emissions 0 g/km | **Taycan Turbo:** Combined power consumption 26.0 kWh/100 km; combined CO₂ emissions 0 g/km | **Taycan Turbo S:** Combined power consumption 26.9 kWh/100 km; combined CO₂ emissions 0 g/km | **911 Carrera:** Fuel consumption combined 9.0 l/100 km; CO₂ emissions 206 g/km | **911 Carrera Cabriolet:** Fuel consumption combined 9.2 l/100 km; CO₂ emissions 210 g/km | **911 Carrera S Cabriolet:** Fuel consumption combined 9.1 l/100 km; CO₂ emissions 208 g/km | **911 Carrera 4:** Fuel consumption combined 9.2 l/100 km; CO₂ emissions 210 g/km | **911 Carrera 4 Cabriolet:** Fuel consumption combined 9.2 l/100 km; CO₂ emissions 211 g/km | **911 Carrera 4S Cabriolet:** Fuel consumption combined 9.0 l/100 km; CO₂ emissions 207 g/km
²⁾ Versatility depending on the tyre set used.