

NEWS



QUALITY U.S. CUSTOMERS GIVE PORSCHE TOP MARKS AGAIN

The “Initial Quality Study” carried out by the renowned U.S. market research institute J.D. Power and Associates on the quality of new cars has once again put Porsche in the winner’s circle. With first place in the overall rankings this year, the company is again meeting the highest quality demands in the United States, its most important export market.

After winning first place three years in succession from 2006 to 2008, then second place in 2009, Porsche has now taken one of the highest honors in the J.D. Power study for the fifth year in a row. The 911 took first prize in the “Premium Sporty Car” sector and was rated the second-best car in the entire study. The Panamera, the company’s new model series, came in third place against established competitors in the “Large Premium Car” sector. “This high level of customer satisfaction is a product of our resolute quality strategy that we continue to develop on an ongoing basis,” says Michael Macht, the CEO of Porsche AG. “The Gran Turismo Panamera is yet another demonstration of our strict focus on the requirements of our customers.”

The Initial Quality Study examined the satisfaction levels of more than 82,000 U.S. customers in the first three months after they received their new cars. It evaluated a total of 236 vehicle models on the basis of 228 criteria assigned to categories such as driving experience and engine performance. Porsche had already put in a commanding performance in the J.D. Power study on used car quality held in March of this year, taking first place in the overall rankings.

Porsche also took first place with the 911 in this year’s AutoPacific study on customer satisfaction in the United States. Approximately 42,000 car owners evaluated their new vehicles in 48 categories such as acceleration, comfort, and design for the 14th presentation of the Vehicle Satisfaction Award. Held annually by the AutoPacific automotive consulting company, this study is a reliable gauge of the general satisfaction levels of vehicle owners.

AWARD (1) WEBSITES HONORED



Porsche continues to set standards with its Web specials—and receive awards in the process. The Web sites on Porsche Intelligent Performance took the Golden Award in the “Web/Online/Viral/CD” category at the International Advertising and Multimedia Festival in Montreux (Switzerland). The Web special “To the Point,” on the introduction of the new Cayenne models, took the American “Favorite Website Award.” The Web specials can be viewed at: www.porsche.com.



AWARD (2) TRIPLE WINNER IN READERS’ CHOICE

Three coveted public awards have been won by Porsche models in Germany. Readers of the automotive journal *sport auto* chose the Boxster S, the Panamera Turbo, and the 911 GT3 RS as the top cars in their respective categories. Nearly 10,000 readers took part in this competition, which has been held since 1980. Readers could select their favorites from more than 260 models in 25 categories. Precisely 49.4 percent of readers selected the sporty 911 in the coupe category, which meant it took first place by a wide margin as well as a prize of up to €150,000. In the convertible category with its prize of up to €60,000, the Boxster S convinced 27.1 percent of participants. And with 26.5 percent of reader votes, the Panamera easily won first place and a prize of over €80,000 in the sedan category. This successful showing by the Porsche models was further enhanced by a second-place finish for the 911 Carrera S and third-place honors for the 911 Turbo S Cabriolet in other categories.