Porsche Cars North America reports third quarter 2026 U.S. retail sales

09/10/2026 Healthy demand for 911 and Cayenne continues.

Atlanta, Georgia. Strong demand for the Porsche Cayenne helped drive third-quarter retail deliveries in the United States, with Porsche Cars North America, Inc. (PCNA) delivering 16,026 vehicles during the quarter and 49,038 vehicles through the first nine months of 2026. Results were in line with expectations, with the lower year-over-year, largely reflecting the planned run-out of the 718 Boxster and 718 Cayman.

The Cayenne was Porsche's best-selling model line in the third quarter, with deliveries increasing 36 percent compared with the same period last year. The 911 also continued its momentum, reflecting sustained customer demand for Porsche's iconic sports car.

"The strength of the Cayenne and the continued appeal of the 911 demonstrate the breadth of demand across our product portfolio," said Timo Resch, President and CEO of Porsche Cars North America. "We're grateful to our customers and dealer partners for their continued enthusiasm for Porsche. In a

challenging market environment, their confidence underscores the enduring strength of the Porsche brand."

Porsche Approved Certified Pre-Owned (CPO) sales totaled 12,638 vehicles during the third quarter of 2026, up 2.3 percent over 2025.

	July-Sept Sales		Year to Date	
	2025	**2026**	2025	**2026**
ALL 911	3,448	**3,300**	8,872	**11,778**
ALL 718	1,719	**8**	5,398	**252**
ALL MACAN	6,599	**5,519**	21,162	**17,071**
ALL CAYENNE	4,294	**5,837**	14,621	**15,622**
ALL PANAMERA	790	**825**	3,410	**2,699**
ALL TAYCAN	1,553	**537**	3,636	**1,616**
TOTAL	18,403	**16,026**	57,099	**49,038**

PCNA follows the U.S. Auto Industry Sales Release Schedule issued by Motor Intelligence. Third quarter new car sales began on July 1, 2026, and ended on September 30, 2026.

MEDIA ENQUIRIES

Frank Wiesmann

Manager, Product Communications, Motorsport and Brand Heritage
Porsche Cars North America
404-539-5031
frank.wiesmann@porsche.us

Jennifer Pifer Bixler

Corporate Spokesperson
470-827-1201
Jennifer.Bixler@porsche.us

Link Collection

Link to this article
https://newsroom.porsche.com/en_US/2026/company/third-quarter-2026-us-retail-sales-43421.html

Media Package
https://pmdb.porsche.de/newsroomzips/28fe8b2e-dddc-468a-9ce6-10854d6a271a.zip