

COMMERCE

Porsche posts higher sales boosted by Macan, Spyder models

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2014 Porsche 911 GT3

By STAFF REPORTS

Porsche North America joins the crowd of luxury automakers boasting increased sales for the first half of 2014.

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The brand delivered 27,219 vehicles in the United States in the first seven months of the year, an increase of 8.3 percent from the year-ago period. The unstinting sales gains by luxury automakers raises the specter of market saturation, but increasing product stratification across price points likely dampens that fear.

New energy

Porsche North American announced July sales of 4,300 units, about 16 percent of the total for the year.

The brand received boosts from its Spyder and Macan models. The Macan has been available in the U.S. for three months and the Spyder has just reached the market.



Porsche Macan 2015

Together, the two models accounted for around 43 percent of the month's sales.



Porsche Spyder 2015

Porsche also saw a spike in pre-owned vehicle sales, as consumers purchased 23 percent more vehicles in this category than in the year-ago period.

Luxury automakers are currently on an exceptional run.

German automaker Audi has reached a new record month for United States sales for the 43rd month in a row.

July's sales rose 11.9 percent with 14,626 vehicles sold in the U.S. The brand's continued success can likely be attributed to entry-level marketing campaigns ([see story](#)).

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