

AUTOMOTIVE

Audi, Porsche set sales records in October

November 1, 2017



Audi's Q5. Image credit: Audi

By STAFF REPORTS

Volkswagen Group's Audi and Porsche brands' United States deliveries rose 9.6 percent and 4.6 percent in October, respectively.

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Both automakers have seen their U.S. sales growth throughout 2017. Audi's sales growth was driven partly by demand for its SUVs, representative of the overall interest in luxury SUV models from American buyers.

Sales growth

Audi of America's star models were the Q5 and Q7 SUVs, which saw sales grow 23 and 44 percent, respectively. The brand's SUV sales in general rose 28 percent.

Aside from these models, its A5 Sportback also saw strong demand. Overall, Audi had 19,425 deliveries in the U.S.

"Our results show that in a tight market, consumers respond to design, quality and technology," said Cian O'Brien, chief operating officer of Audi of America, in a statement. "These results give us confidence for the remainder of the fourth quarter and heading into 2018."

Sales of Porsche's 911 were up 55 percent over October 2016, with 691 deliveries, while its Panamera deliveries went up 118 percent year-over-year.



The Porsche 911, N 1,000,000 in Irish green. Image credit: Porsche

"Porsche took care of business again this month," said Klaus Zellmer, president and CEO of PCNA. "This is our ninth record month this year as we approach the finish line for 2017. On to November."

PCNA's sales for the year to-date are up 2.7 percent, while Audi's deliveries have grown by 6.1 percent.

A combination of more affordable models and an increased focus on sport utility vehicles has helped luxury brands grow their market share in the broader automotive sector this year, according to a recent report from Edmunds.

Changes such as new products and brands entering the luxury field for the first time are helping the segment attract new consumers. While luxury car sales have fallen since the record highs of last year, the category has seen its sales volume grow in 2017 ([see story](#)).

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