

AUTOMOTIVE

Porsche deliveries up 3pc in 2022, North America excels

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Porsche experiences another year of growth in North America. Image courtesy of Porsche

By LUXURY DAILY NEWS SERVICE

German luxury automaker Porsche is experiencing a slight boost in the number of units fulfilled, according to the company's 2022 earnings report, out now.

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Last year, Porsche delivered 309,884 vehicles across the world up 3 percent from 2021 with North America proving to be a particularly rewarding market for the brand. Despite regional crises, European deliveries were also up, rounding out at 62,685 vehicles a growth of 7 percent from the year before.

"The many challenges caused by the war in Ukraine, interrupted supply chains and the ongoing semiconductor crisis have shaped the past year and put us to the test," said Detlev von Platen, executive board member for sales and marketing at **Porsche AG**, in a statement.

"So I am all the prouder of the entire Porsche team," Mr. von Platen said. "In this difficult environment, we have succeeded in fulfilling the dream of owning a Porsche for more customers than ever before."

American drive

Despite the fact that China, the company's biggest market, experienced a 2 percent decrease in deliveries year-over-year, Porsche's fiscal numbers soared across the U.S. despite logistical and supply chain challenges.

Porsche delivered a historic high of 70,065 vehicles in the United States last year, setting a company record for the country. In addition, U.S. deliveries made in the last quarter of the year amounted to 20,955, another record-setting figure.

Deliveries outpaced 2021's numbers, which themselves were previously record highs for the company. Deliveries made in the last quarter of 2022 alone were 14 percent higher than those from the same period of 2021.



Despite global challenges, North America is proving to be a rewarding market for the brand. Image credit: Porsche

"What a year," said Kjell Gruner, president and CEO of Porsche Cars North America, in a statement.

"Twelve months that provided challenges linked to industrywide supply chain issues, but also a year that presented many more opportunities, resulting in a new record that surpassed expectations," Mr. Gruner said. "I'm grateful to every single one of our customers especially if they sometimes have to be patient and to our dealers and the team at PCNA and in Germany who have supported them at every stage in aiming to deliver an exceptional experience.

Individual models shined, exceeding 2021 delivery numbers. Porsche 911 was one of them, as the model surpassed 10,000 deliveries for yet another consecutive year a 2 percent increase from 2021.

Porsche's Cayenne and Macan EV models did exceedingly well in 2022, together accounting for 44,882 deliveries. This marks a growth of seven percent from the year before.

Electric vehicles across the Porsche portfolio accounted for 10 percent of total deliveries. With the inclusion of hybrid plug-ins, this makes up a 14 percent share.

The high performance of Porsche's EV sector mirrors the demand felt across the industry, with other luxury brands such as Audi also seeing record EV numbers ([see story](#)).

The company is looking to the future in an effort to support expansion.

"Looking ahead, we have amazing new cars arriving this year and experiences too, as we mark the 75th anniversary of Porsche sports cars in style at Rennsport Reunion in September," Mr. Grunel said.

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