[Template:About](/wiki/Template:About" \o "Template:About) [Template:Pp-vandalism](/wiki/Template:Pp-vandalism) [Template:Use dmy dates](/wiki/Template:Use_dmy_dates) [Template:Infobox company](/wiki/Template:Infobox_company)

**Dr.-Ing. h.c. F. Porsche AG**, usually shortened to **Porsche AG** ([Template:IPA-de](/wiki/Template:IPA-de)), is a German automobile manufacturer specializing in high-performance [sports cars](/wiki/Sports_cars), [SUVs](/wiki/SUVs) and [sedans](/wiki/Sedans). Porsche AG is headquartered in [Stuttgart](/wiki/Stuttgart), and is owned by [Volkswagen AG](/wiki/Volkswagen_AG), which is itself majority-owned by [Porsche Automobil Holding SE](/wiki/Porsche_Automobil_Holding_SE). Porsche's current lineup includes the [911](/wiki/Porsche_911), [Boxster](/wiki/Porsche_Boxster), [Cayman](/wiki/Porsche_Cayman), [Panamera](/wiki/Porsche_Panamera), [Cayenne](/wiki/Porsche_Cayenne) and the [Macan](/wiki/Porsche_Macan).

## Contents

* 1 History[[edit](/index.php?title=(none)&action=edit&section=1)]
  + 1.1 Origin[[edit](/index.php?title=(none)&action=edit&section=2)]
  + 1.2 Company logo[[edit](/index.php?title=(none)&action=edit&section=3)]
  + 1.3 Developments[[edit](/index.php?title=(none)&action=edit&section=4)]
  + 1.4 Relationship with Volkswagen[[edit](/index.php?title=(none)&action=edit&section=5)]
  + 1.5 Corporate restructuring[[edit](/index.php?title=(none)&action=edit&section=6)]
  + 1.6 Subsidiaries[[edit](/index.php?title=(none)&action=edit&section=7)]
* 2 Production and sales[[edit](/index.php?title=(none)&action=edit&section=8)]
  + 2.1 Production composition[[edit](/index.php?title=(none)&action=edit&section=9)]
    - 2.1.1 North American sales[[edit](/index.php?title=(none)&action=edit&section=10)]
* 3 Models[[edit](/index.php?title=(none)&action=edit&section=11)]
  + 3.1 Consumer models[[edit](/index.php?title=(none)&action=edit&section=12)]
  + 3.2 Racing models[[edit](/index.php?title=(none)&action=edit&section=13)]
  + 3.3 Prototypes and concept cars[[edit](/index.php?title=(none)&action=edit&section=14)]
  + 3.4 Aircraft engines[[edit](/index.php?title=(none)&action=edit&section=17)]
* 4 Motorsport[[edit](/index.php?title=(none)&action=edit&section=18)]
* 5 Pronunciation of "Porsche"[[edit](/index.php?title=(none)&action=edit&section=19)]
* 6 Reputation[[edit](/index.php?title=(none)&action=edit&section=20)]
* 7 Reliability[[edit](/index.php?title=(none)&action=edit&section=21)]
  + 7.1 SUV reception[[edit](/index.php?title=(none)&action=edit&section=22)]
* 8 See also[[edit](/index.php?title=(none)&action=edit&section=23)]
* 9 References[[edit](/index.php?title=(none)&action=edit&section=24)]
* 10 External links[[edit](/index.php?title=(none)&action=edit&section=25)]

## History[[edit](/index.php?title=(none)&action=edit&section=1)]

### Origin[[edit](/index.php?title=(none)&action=edit&section=2)]

[Ferdinand Porsche](/wiki/Ferdinand_Porsche) founded the company called "Dr. Ing. h. c. F. Porsche [GmbH](/wiki/Gesellschaft_mit_beschränkter_Haftung)" in 1931,<ref name=Auto>[Template:Cite web](/wiki/Template:Cite_web)</ref> with main offices at Kronenstraße 24 in the centre of [Stuttgart](/wiki/Stuttgart).<ref name=Historie>[Template:Cite web](/wiki/Template:Cite_web)</ref> Initially, the company offered motor vehicle development work and consulting,<ref name=Auto/> but did not build any cars under its own name. One of the first assignments the new company received was from the German government to design a car for the people, that is a "Volkswagen".<ref name=Auto/> This resulted in the [Volkswagen Beetle](/wiki/Volkswagen_Beetle), one of the most successful car designs of all time.[[1]](#cite_note-1) The [Porsche 64](/wiki/Porsche_64) was developed in 1939 using many components from the Beetle.<ref name=Auto/>

[thumb|left|Porsche's tank prototype, the "Porsche Tiger", that lost to](/wiki/File:Tiger_(P).svg) [Henschel & Son's](/wiki/Henschel_&_Son) [Tiger I](/wiki/Tiger_I). [thumb|left|](/wiki/File:Elefant_USAOM-01.jpg)[*Panzerjäger Elefant*](/wiki/Elefant), after the loss of the contract to the Tiger I Porsche recycled his design into a [tank destroyer](/wiki/Tank_destroyer).

During [World War II](/wiki/World_War_II),<ref name=Beetle>[Template:Cite book](/wiki/Template:Cite_book)</ref> [Volkswagen](/wiki/Volkswagen) production turned to the military version of the Volkswagen Beetle, the [Kübelwagen](/wiki/Kübelwagen),<ref name=Beetle/> 52,000 produced, and [Schwimmwagen](/wiki/Schwimmwagen),<ref name=Beetle/> 15,584 produced.[[2]](#cite_note-2) Porsche produced several designs for [heavy tanks](/wiki/Heavy_tank) during the war, losing out to [Henschel & Son](/wiki/Henschel_&_Son) in both contracts that ultimately led to the [Tiger I](/wiki/Tiger_I) and the [Tiger II](/wiki/Tiger_II). However, not all this work was wasted, as the chassis Porsche designed for the Tiger I was used as the base for the [Elefant](/wiki/Elefant) [tank destroyer](/wiki/Tank_destroyer). Porsche also developed the [Maus](/wiki/Panzer_VIII_Maus) [super-heavy tank](/wiki/Super-heavy_tank) in the closing stages of the war, producing two prototypes.[[3]](#cite_note-3) At the end of World War II in 1945, the [Volkswagen factory](/wiki/List_of_Volkswagen_Group_factories) at [KdF-Stadt](/wiki/KdF-Stadt) fell to the British. Ferdinand lost his position as Chairman of the Board of Management of Volkswagen, and [Ivan Hirst](/wiki/Ivan_Hirst), a British Army Major, was put in charge of the factory (in Wolfsburg, the Volkswagen company magazine dubbed him "The British Major who saved Volkswagen").[[4]](#cite_note-4) On 15 December of that year, Ferdinand was arrested for war crimes, but not tried. During his 20-month imprisonment, Ferdinand Porsche's son, [Ferry Porsche](/wiki/Ferdinand_Anton_Ernst_Porsche), decided to build his own car, because he could not find an existing one that he wanted to buy. He also had to steer the company through some of its most difficult days until his father's release in August 1947.[[5]](#cite_note-5) The first models of what was to become the [356](/wiki/Porsche_356) were built in a small sawmill in [Gmünd](/wiki/Gmünd,_Carinthia), Austria.[[5]](#cite_note-5) The prototype car was shown to German auto dealers, and when pre-orders reached a set threshold, production (with Aluminium body) was begun by [Porsche Konstruktionen GesmbH](/wiki/Porsche_Salzburg) founded by Ferry and [Louise](/wiki/Louise_Piëch). Many regard the 356 as the first Porsche simply because it was the first model *sold* by the fledgling company along with [Porsche 360](/wiki/Porsche_360). After the production of 356 was taken over by the father's Dr. Ing. h.c. F. Porsche GmbH in Stuttgart in 1950, Porsche commissioned a Zuffenhausen-based company, *Reutter Karosserie*, which had previously collaborated with the firm on Volkswagen Beetle prototypes, to produce the 356's steel body. In 1952, Porsche constructed an assembly plant (Werk 2) across the street from *Reutter Karosserie*; the main road in front of Werk 1, the oldest Porsche building, is now known as Porschestrasse.[[6]](#cite_note-6) The 356 was road certified in 1948.

### Company logo[[edit](/index.php?title=(none)&action=edit&section=3)]

<gallery mode=nolines widths="80px"> Porsche logotype.png|Porsche logo Wappen Volksstaat Württemberg (Farbe).svg|[Weimar-era](/wiki/Weimar_Republic) [Württemberg](/wiki/Free_People's_State_of_Württemberg) [coat of arms](/wiki/Coat_of_arms) Coat of arms of Stuttgart.svg|[Coat of arms of Stuttgart](/wiki/Stuttgart#Name_and_coat_of_arms) </gallery> Porsche's company logo was based on the [coat of arms of the Free People's State of Württemberg](/wiki/Coat_of_arms_of_Württemberg) of former [Weimar Germany](/wiki/Weimar_Germany), which had Stuttgart as its capital (the same arms were used by [Württemberg-Hohenzollern](/wiki/Württemberg-Hohenzollern) from 1945-1952, while Stuttgart during these years was the capital of adjacent [Württemberg-Baden](/wiki/Württemberg-Baden)). The arms of [Stuttgart](/wiki/Stuttgart) was placed in the middle as an [inescutcheon](/wiki/Inescutcheon), since the cars were made in Stuttgart. The heraldic symbols were combined with the texts "Porsche" and "Stuttgart", which shows that it is not a coat of arms since heraldic achievements never spell out the name of the [armiger](/wiki/Armiger) nor the armigers home town in the shield.

Württemberg-Baden and Württemberg-Hohenzollern became part of the present land of [Baden-Württemberg](/wiki/Baden-Württemberg) in 1952 after the political consolidation of [West Germany](/wiki/West_Germany) in 1949, and the old design of the arms of Württemberg now only lives on in the Porsche logo. On 30 January 1951, not long before the creation of Baden-Württemberg, Ferdinand Porsche died from complications following a stroke.

### Developments[[edit](/index.php?title=(none)&action=edit&section=4)]

[thumb|1952 Porsche 356 K/9-1 Prototype](/wiki/File:1953-porsche-archives.jpg) In post-war Germany, parts were generally in short supply, so the 356 automobile used components from the Volkswagen Beetle, including the engine case from its [internal combustion engine](/wiki/Internal_combustion_engine), [transmission](/wiki/Transmission_(mechanics)), and several parts used in the [suspension](/wiki/Suspension_(vehicle)). The 356, however, had several evolutionary stages, A, B, and C, while in production, and most Volkswagen sourced parts were replaced by Porsche-made parts. Beginning in 1954 the 356s engines started utilizing engine cases designed specifically for the 356. The sleek bodywork was designed by [Erwin Komenda](/wiki/Erwin_Komenda) who also had designed the body of the Beetle. Porsche's signature designs have, from the beginning, featured air-cooled rear-engine configurations (like the Beetle), rare for other car manufacturers, but producing automobiles that are very well balanced.

In 1964, after a fair amount of success in [motor-racing](/wiki/Auto_racing) with various models including the [550 Spyder](/wiki/Porsche_550), and with the 356 needing a major re-design, the company launched the [Porsche 911](/wiki/Porsche_911): another [air-cooled](/wiki/Air-cooled_engine), [rear-engined](/wiki/Rear-engine_design) sports car, this time with a six-cylinder ["boxer" engine](/wiki/Flat_engine). The team to lay out the body shell design was led by Ferry Porsche's eldest son, [Ferdinand Alexander Porsche](/wiki/Ferdinand_Alexander_Porsche) (F. A.). The design phase for the 911 caused internal problems with Erwin Komenda, who led the body design department until then. F. A. Porsche complained Komenda made unauthorized changes to the design. Company leader Ferry Porsche took his son's drawings to neighboring chassis manufacturer Reuter. Reuter's workshop was later acquired by Porsche (so-called Werk 2). Afterward Reuter became a seat manufacturer, today known as [Keiper-Recaro](/wiki/Recaro). [thumb|The](/wiki/Image:Porsche_912.jpg) [Porsche 912](/wiki/Porsche_912), from the 1960s

The design office gave sequential numbers to every project (See [Porsche type numbers](/wiki/Porsche_type_numbers)), but the designated 901 nomenclature contravened [Peugeot's](/wiki/Peugeot) trademarks on all 'x0x' names, so it was adjusted to 911. Racing models adhered to the "correct" numbering sequence: 904, 906, 908. The 911 has become Porsche's most well-known and iconic model – successful on the race-track, in [rallies](/wiki/Rallying), and in terms of road car sales. Far more than any other model, the Porsche brand is defined by the 911. It remains in production; however, after several generations of revision, current-model 911s share only the basic mechanical configuration of a rear-engined, six-cylinder [coupé](/wiki/Coupé), and basic styling cues with the original car. A cost-reduced model with the same body, but with 356-derived four-cylinder engine, was sold as the 912.

In 1972, the company's legal form was changed from [*Kommanditgesellschaft*](/wiki/Kommanditgesellschaft) (KG), or limited partnership, to [Aktiengesellschaft](/wiki/Aktiengesellschaft) (AG), or public limited company, because Ferry Porsche came to believe the scale of the company outgrew a "family operation", after learning about [Soichiro Honda's](/wiki/Soichiro_Honda) "no family members in the company" policy at [Honda](/wiki/Honda). This led to the establishment of an Executive Board with members from outside the Porsche family, and a Supervisory Board consisting largely of family members. With this change, most family members in the operation of the company including F. A. Porsche and Ferdinand Piëch departed from the company.

F. A. Porsche founded his own design company, [Porsche Design](/wiki/Porsche_Design_Group), which is renowned for exclusive sunglasses, watches, furniture, and many other luxury articles. Louise's son and Ferry's nephew [Ferdinand Piëch](/wiki/Ferdinand_Piëch), who was responsible for mechanical development of Porsche's production and racing cars (including the very successful [911](/wiki/Porsche_911), [908](/wiki/Porsche_908) and [917](/wiki/Porsche_917) models), formed his own engineering bureau, and developed a [five-cylinder-inline](/wiki/Straight-five_engine) [diesel engine](/wiki/Diesel_engine) for [Mercedes-Benz](/wiki/Mercedes-Benz). A short time later he moved to [Audi](/wiki/Audi) (used to be a division, then a subsidiary, of Volkswagen), and pursued his career through the entire company, ultimately becoming the Chairman of [Volkswagen Group](/wiki/Volkswagen_Group).

The first Chief Executive Officer (CEO) of Porsche AG was Dr. [Ernst Fuhrmann](/wiki/Ernst_Fuhrmann), who had been working in the company's engine development division. Fuhrmann was responsible for the so-called Fuhrmann-engine, used in the 356 Carrera models as well as the 550 Spyder, having [four overhead camshafts](/wiki/Double_overhead_camshaft) instead of a central camshaft with pushrods, as in the Volkswagen-derived serial engines. He planned to cease the 911 during the 1970s, and replace it with the [V8](/wiki/V8_engine)-[front engined](/wiki/Front-engine_design) grand sportswagon [928](/wiki/Porsche_928). As we know today, the 911 outlived the 928 by far. Fuhrmann was replaced in the early 1980s by [Peter W. Schutz](/wiki/Peter_W._Schutz), an American manager and self-proclaimed 911 aficionado. He was then replaced in 1988 by the former manager of German computer company Nixdorf Computer AG, [Arno Bohn](/wiki/Arno_Bohn), who made some costly miscalculations that led to his dismissal soon after, along with that of the development director, [Dr. Ulrich Bez](/wiki/Dr._Ulrich_Bez), who was formerly responsible for BMW's [Z1](/wiki/BMW_Z1) model, and is today the CEO of [Aston Martin](/wiki/Aston_Martin).

[thumb|The second-generation Porsche 911 (](/wiki/File:Classic_Moto_Show_2014_(115).JPG)[964](/wiki/Porsche_964)), introduced in 1989, was the first to be offered with Porsche's [Tiptronic](/wiki/Tiptronic) transmission and four-wheel drive. In 1990, Porsche drew up a memorandum of understanding with [Toyota](/wiki/Toyota) to learn and benefit from Japanese [lean manufacturing](/wiki/Lean_manufacturing) methods. In 2004 it was reported that Toyota was assisting Porsche with [hybrid technology](/wiki/Hybrid_electric_vehicle).[[7]](#cite_note-7) Following the dismissal of Bohn, [Heinz Branitzki](/wiki/Heinz_Branitzki), a longtime Porsche employee, was appointed as interim CEO. Branitzki served in that position until [Wendelin Wiedeking](/wiki/Wendelin_Wiedeking) became CEO in 1993. Wiedeking took over the chairmanship of the board at a time when Porsche appeared vulnerable to a takeover by a larger company. During his long tenure, Wiedeking transformed Porsche into a very efficient and profitable company.

Ferdinand Porsche's nephew, Ferdinand Piëch, was chairman and CEO of the [Volkswagen Group](/wiki/Volkswagen_Group) from 1993 to 2002, and is chairman of the Volkswagen AG Supervisory Board since. With 12.8 percent of the Porsche SE voting shares, he also remains the second largest individual shareholder of Porsche SE after his cousin, F. A. Porsche, (13.6 percent).

Porsche's 2002 introduction of the Cayenne also marked the unveiling of a new production facility in [Leipzig](/wiki/Leipzig), [Saxony](/wiki/Free_State_of_Saxony), which once accounted for nearly half of Porsche's annual output. In 2004, production of the [Template:Convert](/wiki/Template:Convert) [Carrera GT](/wiki/Porsche_Carrera_GT) commenced in Leipzig, and at EUR 450,000 ($440,000 in the United States) it was the most expensive production model Porsche ever built.

[thumb|left|Porsche 911 (991)](/wiki/File:2012_NAIAS_Red_Porsche_991_convertible_(world_premiere).jpg) In mid-2006, after years of the Boxster (and later the Cayenne) as the best selling Porsche in North America, the 911 regained its position as Porsche's best-seller in the region. The Cayenne and 911 have cycled as the top-selling model since. In Germany, the 911 outsells the Boxster/Cayman and Cayenne.[[8]](#cite_note-8) In May 2011, Porsche Cars North America announced plans to spend $80–$100 million, but will receive about $15 million in economic incentives to move their North American headquarters from [Sandy Springs](/wiki/Sandy_Springs), a suburb of [Atlanta](/wiki/Atlanta), to [Aerotropolis, Atlanta](/wiki/Aerotropolis_Atlanta), a new mixed-use development on the site of the old [Ford Hapeville plant](/wiki/Atlanta_Assembly) adjacent to [Atlanta's airport](/wiki/Hartsfield-Jackson_International_Airport).[[9]](#cite_note-9) Designed by architectural firm [HOK](/wiki/Hellmuth,_Obata_and_Kassabaum), the headquarters will include a new office building and test track.[[10]](#cite_note-10)[[11]](#cite_note-11)[[12]](#cite_note-12) The facility will be known by its new address, One Porsche Drive.

### Relationship with Volkswagen[[edit](/index.php?title=(none)&action=edit&section=5)]

[thumb|Combined badging of the European 914](/wiki/File:Vw-porsche914-typenbezeichnung.JPG) The company has always had a close relationship with, initially, the [Volkswagen](/wiki/Volkswagen) (VW) [marque](/wiki/Marque), and later, the [Volkswagen Group](/wiki/Volkswagen_Group) (which also owns [Audi AG](/wiki/Audi)), because the first [Volkswagen Beetle](/wiki/Volkswagen_Beetle) was designed by [Ferdinand Porsche](/wiki/Ferdinand_Porsche).

The two companies collaborated in 1969 to make the [VW-Porsche 914 and 914-6](/wiki/Porsche_914), whereby the 914-6 had a Porsche engine, and the 914 had a Volkswagen engine, in 1976 with the [Porsche 912E](/wiki/Porsche_912) (USA only) and the [Porsche 924](/wiki/Porsche_924), which used many Audi components, and was built at Audi's [Neckarsulm](/wiki/Neckarsulm) factory. [Porsche 944s](/wiki/Porsche_944) were also built there,[[13]](#cite_note-13) although they used far fewer Volkswagen components. The Cayenne, introduced in 2002, shares its chassis with the [Volkswagen Touareg](/wiki/Volkswagen_Touareg) and the [Audi Q7](/wiki/Audi_Q7), which is built at the [Volkswagen Group factory](/wiki/List_of_Volkswagen_Group_factories) in [Bratislava](/wiki/Bratislava), [Slovakia](/wiki/Slovakia).

### Corporate restructuring[[edit](/index.php?title=(none)&action=edit&section=6)]

[thumb|upright|300px|A 911 before the factory in which it was assembled, Porschewerk Stuttgart (right), and the manufacturer's central dealership, Porsche Zentrum Stuttgart (left).](/wiki/File:Porsche911(991)PorschePlatz.jpg) Porsche SE was created in June 2007 by renaming the old Dr. Ing. h.c. F. Porsche AG, and became a holding company for the families' stake in Porsche Zwischenholding GmbH (50.1%) (which in turn held 100% of the old Porsche AG) and Volkswagen AG (50.7%).[[14]](#cite_note-14)[[15]](#cite_note-15) At the same time, the new Dr. Ing. h.c. F. Porsche AG (**Porsche AG**) was created for the car manufacturing business.

In August 2009, Porsche SE and [Volkswagen AG](/wiki/Volkswagen_Group) reached an agreement that the car manufacturing operations of the two companies would merge in 2011, to form an "Integrated Automotive Group".[[16]](#cite_note-16)[[17]](#cite_note-17) The management of Volkswagen AG agreed to 50.76% of Volkswagen AG being owned by Porsche SE in return for Volkswagen AG management taking Porsche SE management positions (in order for Volkswagen management to remain in control), and for Volkswagen AG acquiring ownership of Porsche AG.

As of the end of 2013, the 50.76% control interest in VW AG is the predominant investment by Porsche SE, and Volkswagen AG in turn controls brands and companies such as [Volkswagen](/wiki/Volkswagen), [Audi](/wiki/Audi), [SEAT](/wiki/SEAT), [Škoda](/wiki/Škoda_Auto), [Bentley](/wiki/Bentley), [Bugatti](/wiki/Bugatti), [Lamborghini](/wiki/Lamborghini), Porsche AG, [Ducati](/wiki/Ducati), VW Commercial Vehicles, [Scania](/wiki/Scania_AB), [MAN](/wiki/MAN_SE), as well as Volkswagen Financial Services.[[18]](#cite_note-18) **Dr. Ing. h.c. F. Porsche AG** (which stands for *Doktor Ingenieur* [*honoris causa*](/wiki/Honorary_degree) *Ferdinand Porsche* [*Aktiengesellschaft*](/wiki/Aktiengesellschaft)), as a 100% subsidiary of VW AG, is responsible for the actual production and manufacture of the Porsche automobile line. The company currently produces [Porsche 911](/wiki/Porsche_911), [Boxster](/wiki/Porsche_Boxster) and [Cayman](/wiki/Porsche_Cayman) sports cars, the [Cayenne](/wiki/Porsche_Cayenne) and Macan [sport utility vehicles](/wiki/Sport_utility_vehicles), the four-door [Panamera](/wiki/Porsche_Panamera), and the [918 Spyder](/wiki/Porsche_918) super car.

### Subsidiaries[[edit](/index.php?title=(none)&action=edit&section=7)]

Porsche AG has a 29% share in German engineering and design consultancy Bertrandt AG[[19]](#cite_note-19)[[20]](#cite_note-20) and 81.8% of [Mieschke Hofmann und Partner](/wiki/Mieschke_Hofmann_und_Partner).[[21]](#cite_note-21) Wholly owned subsidiaries of Porsche AG include Porsche Consulting GmbH.

## Production and sales[[edit](/index.php?title=(none)&action=edit&section=8)]

The headquarters and main factory are located in Zuffenhausen, a district in [Stuttgart](/wiki/Stuttgart), but the Cayenne and Panamera models are manufactured in [Leipzig](/wiki/Leipzig), Germany, and parts for the SUV are also assembled in the [Volkswagen Touareg](/wiki/Volkswagen_Touareg) factory in [Bratislava](/wiki/Bratislava), Slovakia.<ref name=Reuters>[Template:Cite news](/wiki/Template:Cite_news)</ref> Boxster and Cayman production was outsourced to [Valmet Automotive](/wiki/Valmet_Automotive) in Finland from 1997 to 2011, and in 2012 production moved to Germany.[[22]](#cite_note-22) In 2008, Porsche reported selling a total of 98,652 cars, 13,524 (13.7%) as domestic German sales, and 85,128 (86.3%) internationally.

The company has been highly successful in recent times, and indeed claims to have the highest profit per unit sold of any car company in the world.[[23]](#cite_note-23) Table of profits (in millions of euros) and number of cars produced. Figures from 2008/9 onwards were not reported as part of Porsche SE.[[24]](#cite_note-24) {| class="wikitable" |- !Year ending!!Revenue!!Pre-tax profit!!Production!!Sales |- |31 July 2002||€4,857m||€829m||55,050||54,234 |- |31 July 2003||€5,583m||€933m||73,284||66,803 |- |31 July 2004||€6,148m||€1,137m||81,531||76,827 |- |31 July 2005||€6,574m||€1,238m||90,954||88,379 |- |31 July 2006||€7,273m||€2,110m||102,602||96,794 |- |31 July 2007||€7,368m||€5,857m||101,844||97,515 |- |31 July 2008||€7,466m||€8,569m||105,162||98,652 |- |31 July 2009||€?m||€-2,559m||76,739||75,238 |- |31 July 2010||€7.79b||N/A||89,123||81,850 |- |31 December 2010||€9.23b||€1.67b<ref name=Porschepress-march2012/>||N/A||97,273 |- |31 December 2011<ref name=Porschepress-march2012>[Template:Cite press release](/wiki/Template:Cite_press_release)</ref>||€10.9b||€2.05b||127,793||116,978 |- |31 December 2012||€13.9b||€2.44b||151,999||143,096<ref name=Porschepress-march2013>[Template:Cite press release](/wiki/Template:Cite_press_release)</ref>

|-

|31 December 2013||€14.3b||€2.78b||165,808||162,145<ref name=PorscheAG-AnnualReport2013>[Template:Cite web](/wiki/Template:Cite_web)</ref> |}

### Production composition[[edit](/index.php?title=(none)&action=edit&section=9)]

Of the 165,808 cars produced in the 2013 financial year, 29,751 (17.9%) were 911 models, 28,996 (17.5%) were Boxster and Cayman cars, 81,916 (49.4%) were Cayennes, 24,798 (15.0%) were Panameras. There were 312 Macan and 35 918 Spyder models also reported.[[25]](#cite_note-25) The production figures of sports cars were quite similar to the 2001/2 totals when 33,061 Porsche 911 and 21,989 Boxsters were produced.

#### North American sales[[edit](/index.php?title=(none)&action=edit&section=10)]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Annual sales 2003–2005 | | | | | | |
| **model** | **2003**[**[26]**](#cite_note-26) | | **2004**[**[27]**](#cite_note-27) | | **2005**[**[28]**](#cite_note-28) | |
| **units** | **% of total** | **units** | **% of total** | **units** | **% of total** |
| [**911**](/wiki/Porsche_911)[**(996)**](/wiki/Porsche_996) | 9,935 ([Template:Decrease](/wiki/Template:Decrease) 18%) | 33% | 10,227 ([Template:Increase](/wiki/Template:Increase) 3%) | 31% | 10,653 ([Template:Increase](/wiki/Template:Increase) 4%) | 31% |
| [**Boxster**](/wiki/Porsche_Boxster) | 6,432 ([Template:Decrease](/wiki/Template:Decrease) 38%) | 21% | 3,728 ([Template:Decrease](/wiki/Template:Decrease) 42%) | 11% | 8,327 ([Template:Increase](/wiki/Template:Increase) 123%) | 25% |
| [**Cayenne**](/wiki/Porsche_Cayenne) | 13,661 | 45% | 19,134 ([Template:Increase](/wiki/Template:Increase) 40%) | 57% | 14,524 ([Template:Decrease](/wiki/Template:Decrease) 24%) | 43% |
| **total** | **colspan=2|30,028 (**[**Template:Increase**](/wiki/Template:Increase)**33%)** | **colspan=2|33,289 (**[**Template:Increase**](/wiki/Template:Increase)**11%)** | **colspan=2|33,859 (**[**Template:Increase**](/wiki/Template:Increase)**2%)** |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Annual sales 2006–2008 | | | | | | |
| **model** | **2006**[**[29]**](#cite_note-29) | | **2007**[**[30]**](#cite_note-30) | | **2008**[**[31]**](#cite_note-31) | |
| **units** | **% of total** | **units** | **% of total** | **units** | **% of total** |
| [**911**](/wiki/Porsche_911)[**(997)**](/wiki/Porsche_997) | 12,702 ([Template:Increase](/wiki/Template:Increase) 19%) | 35% | 13,153 ([Template:Increase](/wiki/Template:Increase) 4%) | 36% | 8,324 ([Template:Decrease](/wiki/Template:Decrease) 37%) | 30% |
| [**Boxster**](/wiki/Porsche_Boxster) | 4,850 ([Template:Decrease](/wiki/Template:Decrease) 42%) | 14% | 3,904 ([Template:Decrease](/wiki/Template:Decrease) 24%) | 11% | 2,982 ([Template:Decrease](/wiki/Template:Decrease) 24%) | 11% |
| [**Cayman**](/wiki/Porsche_Cayman) | 7,313 | 20% | 6,249 ([Template:Decrease](/wiki/Template:Decrease) 17%) | 17% | 3,513 ([Template:Decrease](/wiki/Template:Decrease) 44%) | 13% |
| [**Cayenne**](/wiki/Porsche_Cayenne) | 11,141 ([Template:Decrease](/wiki/Template:Decrease) 23%) | 31% | 13,370 ([Template:Increase](/wiki/Template:Increase) 20%) | 36% | 12,898 ([Template:Decrease](/wiki/Template:Decrease) 4%) | 46% |
| **total** | **colspan=2|36,095 (**[**Template:Increase**](/wiki/Template:Increase)**7%)** | **colspan=2|36,680 (**[**Template:Increase**](/wiki/Template:Increase)**2%)** | **colspan=2|27,717 (**[**Template:Decrease**](/wiki/Template:Decrease)**24%)** |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Annual sales 2009–2011 | | | | | | |
| **model** | **2009**[**[32]**](#cite_note-32) | | **2010**[**[33]**](#cite_note-33) | | **2011**[**[34]**](#cite_note-34) | |
| **units** | **% of total** | **units** | **% of total** | **units** | **% of total** |
| [**911**](/wiki/Porsche_911)[**(997)**](/wiki/Porsche_997) | 6,839 ([Template:Decrease](/wiki/Template:Decrease) 17.8%) | 35.00% | 5,735 ([Template:Decrease](/wiki/Template:Decrease) 16.1%) | 22.65% | 6,016 ([Template:Increase](/wiki/Template:Increase) 5.0%) | 20.72% |
| [**Boxster**](/wiki/Porsche_Boxster)**&**[**Cayman**](/wiki/Porsche_Cayman) | 3,875 ([Template:Decrease](/wiki/Template:Decrease) 39.4%) | 19.00% | 3,499 ([Template:Decrease](/wiki/Template:Decrease) 9.3%) | 13.84% | 3,150 ([Template:Decrease](/wiki/Template:Decrease) 9.02%) | 10.86% |
| [**Panamera**](/wiki/Porsche_Panamera) | 1,247 | 6.33% | 7,741 ([Template:Increase](/wiki/Template:Increase) 520.8%) | 30.57% | 6,879 ([Template:Decrease](/wiki/Template:Decrease) 11.13%) | 23.70% |
| [**Cayenne**](/wiki/Porsche_Cayenne) | 7,735 ([Template:Decrease](/wiki/Template:Decrease) 31.0%) | 39.27% | 8,343 ([Template:Increase](/wiki/Template:Increase) 7.9%) | 32.94% | 12,978 ([Template:Increase](/wiki/Template:Increase) 55.55%) | 44.72% |
| **total** | **|colspan=2|25,320 (**[**Template:Increase**](/wiki/Template:Increase)**28.6%)** | **colspan=2|29,023 (**[**Template:Increase**](/wiki/Template:Increase)**15%)** |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Annual sales 2012–2014 | | | | | | |
| **model** | **2012**[**[35]**](#cite_note-35) | | **2013**[**[36]**](#cite_note-36) | | **2014** | |
| **units** | **% of total** | **units** | **% of total** | **units** | **% of total** |
| [**911**](/wiki/Porsche_911) | 8,528 | 24.34% | 10,442 | 24.67% |  |  |
| [**Boxster**](/wiki/Porsche_Boxster) **&** [**Cayman**](/wiki/Porsche_Cayman) | 3,356 | 9.58% | 7,953 | 18.79% |  |  |
| [**Panamera**](/wiki/Porsche_Panamera) | 7,614 | 21.73% | 5,421 | 12.81% |  |  |
| [**Cayenne**](/wiki/Porsche_Cayenne) | 15,545 | 44.36% | 18,507 | 43.73% |  |  |
| **total** | **|colspan=2| 42,323 (**[**Template:Increase**](/wiki/Template:Increase)**17%)** | **colspan=2|** |  |  |  |  |

## Models[[edit](/index.php?title=(none)&action=edit&section=11)]

[Template:See also](/wiki/Template:See_also)

The current Porsche [model range](/wiki/Car_model) includes sports cars from the [Boxster](/wiki/Porsche_Boxster) [roadster](/wiki/Roadster_(automobile)) to their most famous product, the [911](/wiki/Porsche_911). The [Cayman](/wiki/Porsche_Cayman) is a [coupé](/wiki/Coupé) otherwise similar to the Boxster. The [Cayenne](/wiki/Porsche_Cayenne) is Porsche's mid-size luxury [sport utility vehicle](/wiki/Sport_utility_vehicle) (SUV). A high performance luxury [saloon/sedan](/wiki/Sedan_(automobile)), the [Panamera](/wiki/Panamera), was launched in 2009.

Note: models in **bold** are current models

### Consumer models[[edit](/index.php?title=(none)&action=edit&section=12)]

<gallery mode="nolines" widths="220px"> Porsche Cayman GTS (15573438652).jpg| Porsche Cayman GTS 2013 Porsche Boxster -- 2012 NYIAS.JPG|Porsche Boxster Porsche Panamera 970, facelift, front view.jpg|Porsche Panamera 2014 Porsche Cayenne (92A MY14) GTS wagon (2015-08-07) 01.jpg|Porsche Cayenne 2014 Porsche Macan (MY15) S wagon (2015-08-24).JPG|2014 Porsche Macan

</gallery> [Template:Div col](/wiki/Template:Div_col)

* [356](/wiki/Porsche_356)
* [**911**](/wiki/Porsche_911) 4-seat [coupe](/wiki/Coupe), [targa](/wiki/Targa_top) and [cabriolet](/wiki/Cabriolet)
* [911 GT1 Straßenversion](/wiki/Porsche_911_GT1)
* [912](/wiki/Porsche_912)
* [914](/wiki/Porsche_914)
* [918 Spyder](/wiki/Porsche_918)
* [924](/wiki/Porsche_924)
* [928](/wiki/Porsche_928) 4-seat [grand tourer](/wiki/Grand_tourer)
* [930](/wiki/Porsche_930)
* [944](/wiki/Porsche_944)
* [959](/wiki/Porsche_959)
* [968](/wiki/Porsche_968)
* [964](/wiki/Porsche_964)
* [993](/wiki/Porsche_993)
* [996](/wiki/Porsche_996)
* [997](/wiki/Porsche_997)
* [**991**](/wiki/Porsche_991)
* [**Boxster**](/wiki/Porsche_Boxster) (986,987,981) 2-seat [roadster](/wiki/Roadster_(automobile)) (Base, S, GTS, Spyder)
* [Carrera GT](/wiki/Porsche_Carrera_GT)
* [**Cayman**](/wiki/Porsche_Cayman) (987,981) 2-seat coupe (Base, S, R, GTS, GT4)
* [**Cayenne**](/wiki/Porsche_Cayenne) [SUV](/wiki/SUV)
* [**Macan**](/wiki/Porsche_Macan) [SUV](/wiki/SUV) [Crossover](/wiki/Crossover_(automobile))
* [**Panamera**](/wiki/Porsche_Panamera) 4-seat sports sedan

[Template:Div col end](/wiki/Template:Div_col_end)

### Racing models[[edit](/index.php?title=(none)&action=edit&section=13)]

[Template:Div col](/wiki/Template:Div_col)

* [64](/wiki/Porsche_64)
* [360 Cisitalia](/wiki/Porsche_360)
* [550 Spyder](/wiki/Porsche_550)
* [718](/wiki/Porsche_718)
* [787](/wiki/Porsche_787)
* [804](/wiki/Porsche_804)
* [904](/wiki/Porsche_904)
* [906](/wiki/Porsche_906)
* [907](/wiki/Porsche_907)
* [908](/wiki/Porsche_908)
* [909 Bergspyder](/wiki/Porsche_909)
* [910](/wiki/Porsche_910)
* [917](/wiki/Porsche_917)
* [918 RSR](/wiki/Porsche_918_RSR)
* [919 hybrid](/wiki/Porsche_919_hybrid)
* [934](/wiki/Porsche_934)
* [935](/wiki/Porsche_935)
* [936](/wiki/Porsche_936)
* [956](/wiki/Porsche_956)
* [961](/wiki/Porsche_961)
* [962](/wiki/Porsche_962)
* [Porsche-March 89P](/wiki/Porsche-March_89P)
* [WSC-95 / LMP1-98](/wiki/Porsche_WSC-95)
* [LMP2000](/wiki/Porsche_LMP2000) (never raced)
* [RS Spyder (9R6)](/wiki/Porsche_RS_Spyder)

[Template:Div col end](/wiki/Template:Div_col_end)

### Prototypes and concept cars[[edit](/index.php?title=(none)&action=edit&section=14)]

[thumb|right|Porsche Boxster concept](/wiki/File:Porsche_Boxster_Concept_Prototype_1992_frontleft_2010-03-12_A.JPG) [Template:Div col](/wiki/Template:Div_col)

* [Porsche 114](/wiki/Porsche_114)
* [Porsche 356/1](/wiki/Porsche_356/1)
* [Porsche 695](/wiki/Porsche_695) (911 prototype)
* [Porsche 901](/wiki/Porsche_901) (911 prototype)
* [Porsche 916](/wiki/Porsche_916) (flat-6 914)
* [Porsche 942](/wiki/Porsche_942)
* [Porsche 959 Prototype](/wiki/Porsche_959_Prototype)
* [Porsche 969](/wiki/Porsche_969)
* [Porsche 989](/wiki/Porsche_989)
* [Porsche Boxster](/wiki/Porsche_Boxster) concept
* [Porsche C88](/wiki/Porsche_C88)
* [Porsche Panamericana](/wiki/Porsche_Panamericana)
* [Porsche Mission E](/wiki/Porsche_Mission_E), all-electric 4-door[[37]](#cite_note-37)

### Aircraft engines[[edit](/index.php?title=(none)&action=edit&section=17)]

See [Porsche PFM 3200](/wiki/Porsche_PFM_3200).

## Motorsport[[edit](/index.php?title=(none)&action=edit&section=18)]

[Template:Main](/wiki/Template:Main) [thumb|The](/wiki/Image:2006FOS_1970Porsche917L.jpg) [Martini Racing](/wiki/Martini_Racing) blue and green "*psychedelic*" livery on a 1970 917K. This car raced at [Watkins Glen](/wiki/Watkins_Glen_International) in 1970. Porsche is the most successful brand in [motorsport](/wiki/Auto_racing), scoring a total of more than 28,000 victories, including a record 16 constructor wins at the [24 Hours of Le Mans](/wiki/24_Hours_of_Le_Mans). Porsche is currently the world's largest race car manufacturer. In 2006, Porsche built 195 race cars for various international motor sports events. In 2007, Porsche is expected to construct no fewer than 275 dedicated race cars (7 RS Spyder LMP2 prototypes, 37 GT2 spec 911 GT3-RSRs, and 231 911 GT3 Cup vehicles).[[42]](#cite_note-42)

## Pronunciation of "Porsche"[[edit](/index.php?title=(none)&action=edit&section=19)]

In keeping with the family name of founder [Ferdinand Porsche](/wiki/Ferdinand_Porsche), the company's name is pronounced [Template:IPA-de](/wiki/Template:IPA-de) in German, which corresponds to [Template:IPAc-en](/wiki/Template:IPAc-en) [Template:Respell](/wiki/Template:Respell) in English,[[43]](#cite_note-43) [homophonous](/wiki/Homophone) with the feminine name [*Portia*](/wiki/Portia_(disambiguation)). However, in English it is often pronounced as a single syllable [Template:IPAc-en](/wiki/Template:IPAc-en) [Template:Respell](/wiki/Template:Respell)—without a final [Template:IPAslink](/wiki/Template:IPAslink). In [German orthography](/wiki/German_orthography), word-final [Template:Angbr](/wiki/Template:Angbr) is not [silent](/wiki/Silent_e) but is instead an [unstressed](/wiki/Unstressed_vowel) [schwa](/wiki/Schwa).

## Reputation[[edit](/index.php?title=(none)&action=edit&section=20)]

In a survey conducted by the [Luxury Institute](/wiki/The_Luxury_Institute) in New York, Porsche was awarded the title of "the most prestigious automobile brand". 500 households with a gross annual income of at least $200,000 and a net worth of at least $720,000 participated.[[44]](#cite_note-44) Porsche won the [J.D. Power and Associates](/wiki/J.D._Power_and_Associates) Initial Quality Study (IQS) in 2006, 2009, 2010, and 2014.[[45]](#cite_note-45)

## Reliability[[edit](/index.php?title=(none)&action=edit&section=21)]

A Canadian study in 2011 revealed that 97.4 percent of Porsches from the last 25 years are still on the road.[[46]](#cite_note-46) In 2014, the [Cayman](/wiki/Porsche_Cayman) and [Boxster](/wiki/Boxster) made the Consumer Reports list for most reliable vehicles on the road.[[47]](#cite_note-47) Porsche's 911 has been officially named by the Technischer Überwachungsverein (Technical Inspection Association) as Germany's most reliable car.[[48]](#cite_note-48)

### SUV reception[[edit](/index.php?title=(none)&action=edit&section=22)]

According to [CNBC](/wiki/CNBC), even an at-the-time questionable foray into the SUV market with the Cayenne in 2003, could not damage Porsche credibility.<ref name=CNBC>[Template:Cite web](/wiki/Template:Cite_web)</ref> In 2009, [*The Times*](/wiki/The_Times) journalist Andrew Frankel says on one level, it is the world's best 4x4, on another, it is the cynical exploitation of a glorious brand that risks long-term damage to that brand's very identity in the pursuit of easy money<ref name=Frankel>[Template:Cite news](/wiki/Template:Cite_news)</ref> with his verdict being "Great car, if only it wasn't a Porsche".<ref name=Frankel/>

In 2015, US News ranked the Macan as the best luxury compact SUV in its class.[[49]](#cite_note-49)

## See also[[edit](/index.php?title=(none)&action=edit&section=23)]

* [CTS Car Top Systems](/wiki/CTS_Car_Top_Systems)
* [List of German cars](/wiki/List_of_German_cars)
* [List of Porsche engines](/wiki/List_of_Porsche_engines)
* [Porsche Club of America](/wiki/Porsche_Club_of_America)
* [Porsche Museum, Stuttgart](/wiki/Porsche_Museum,_Stuttgart)
* [Porsche type numbers](/wiki/Porsche_type_numbers)
* [Porsche VIN numbers](/wiki/Porsche_VIN_numbers)

[Template:Portal bar](/wiki/Template:Portal_bar)

## References[[edit](/index.php?title=(none)&action=edit&section=24)]

[Template:Reflist](/wiki/Template:Reflist)

## External links[[edit](/index.php?title=(none)&action=edit&section=25)]

[Template:Commons category](/wiki/Template:Commons_category)

* [Porsche Automobil Holding SE](http://www.porsche-se.com/pho/en/) – the top-tier parent company
* [Dr. Ing. h.c. F. Porsche AG](http://www.porsche.com/) Porsche automobiles international portal
* [Porsche Engineering](http://www.porscheengineering.com/)
* [Porsche Consulting](http://www.porscheconsulting.com/pco/en/)
* [Porsche Leipzig](http://www.porsche-leipzig.com/en/)
* [Cisitalia Museum](http://www.museocisitalia.org/)
* [Porsche YouTube channel](http://www.youtube.com/user/porsche)

[Template:Porsche vehicles](/wiki/Template:Porsche_vehicles) [Template:Porsche early timeline](/wiki/Template:Porsche_early_timeline) [Template:Porsche modern timeline](/wiki/Template:Porsche_modern_timeline) [Template:Volkswagen Group brands](/wiki/Template:Volkswagen_Group_brands) [Template:Automotive industry in Germany](/wiki/Template:Automotive_industry_in_Germany)

[Category:Porsche](/wiki/Category:Porsche) [Category:Car manufacturers of Germany](/wiki/Category:Car_manufacturers_of_Germany) [Category:Companies based in Stuttgart](/wiki/Category:Companies_based_in_Stuttgart) [Category:Vehicle manufacturing companies established in 1931](/wiki/Category:Vehicle_manufacturing_companies_established_in_1931) [Category:1931 establishments in Germany](/wiki/Category:1931_establishments_in_Germany) [Category:Companies listed on the Frankfurt Stock Exchange](/wiki/Category:Companies_listed_on_the_Frankfurt_Stock_Exchange) [Category:German brands](/wiki/Category:German_brands) [Category:Luxury motor vehicle manufacturers](/wiki/Category:Luxury_motor_vehicle_manufacturers) [Category:Motor vehicle manufacturers of Germany](/wiki/Category:Motor_vehicle_manufacturers_of_Germany) [Category:Sports car manufacturers](/wiki/Category:Sports_car_manufacturers) [Category:Volkswagen Group](/wiki/Category:Volkswagen_Group)