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Competing in the Luxury Auto Market in the U.S. and Georgia

presented by

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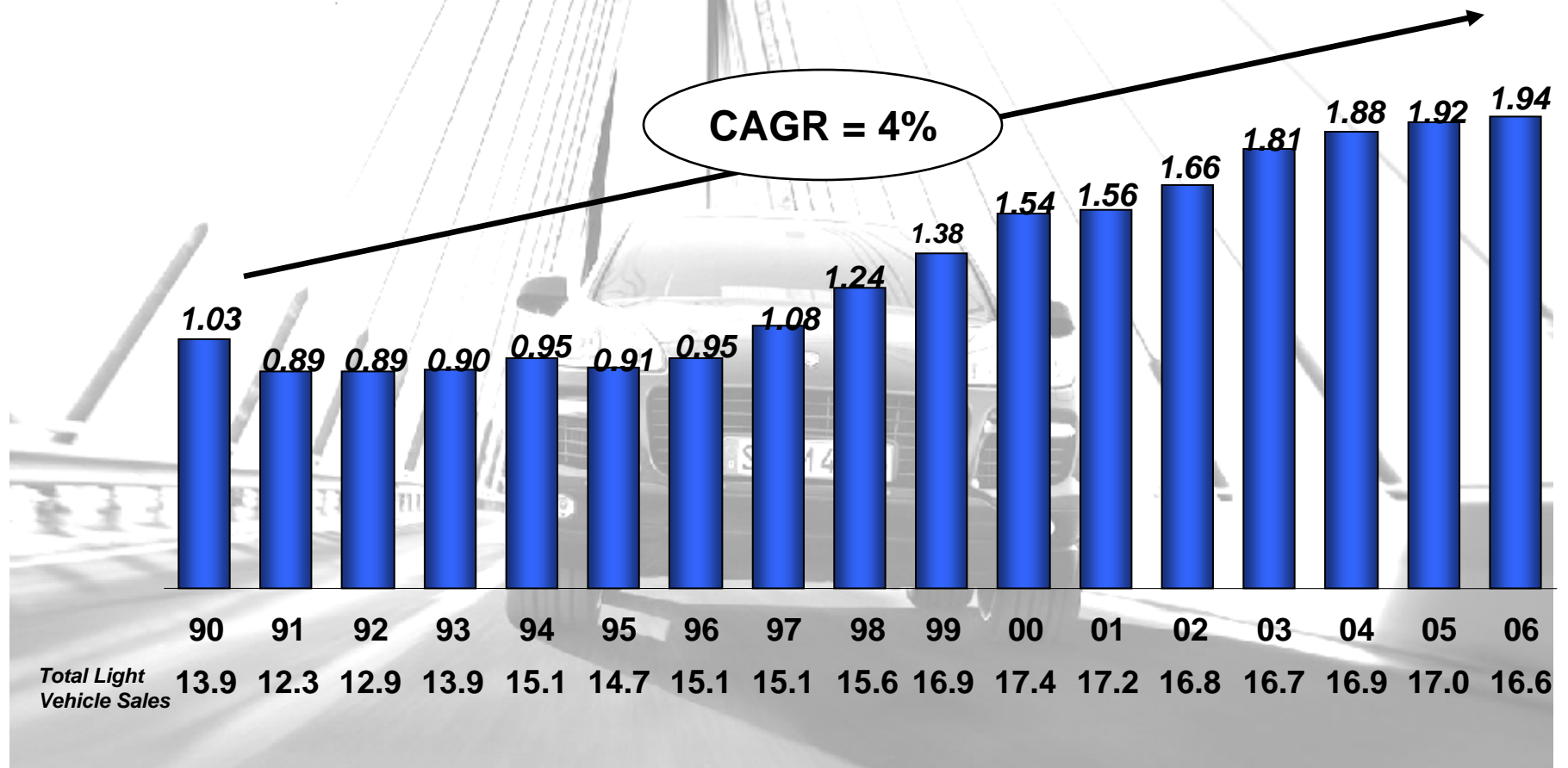
Agenda

- **Introduction**
- **Market Dynamics**
- **Competing in the Luxury Segment**
- **Georgia and Atlanta**

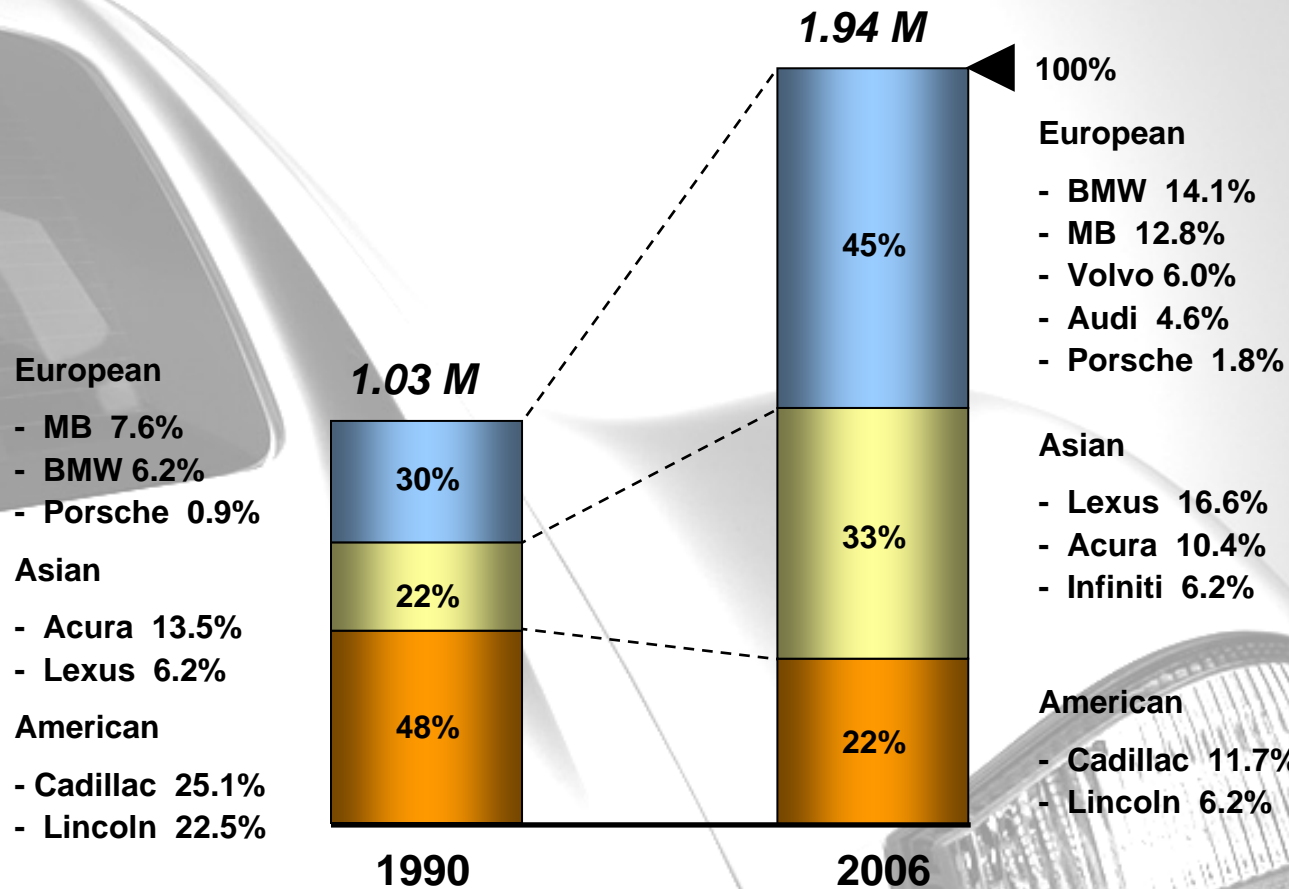
Porsche Cars North America, Inc.

- Established 1984, 32 years after the first Porsche was sold in the U.S.;
- 100% subsidiary of Dr. Ing. h.c.F. Porsche AG, Stuttgart;
- Headquartered in Atlanta/Sandy Springs since 1998;
- 36,669 retail sales in FY 05/06 – 12,534 911 Carrera, 10,701 Boxster/Cayman, 13,217 Cayenne and 217 Carrera GT;
- 308 employees, incl. 5 ports of entry, field, 3 training centers and 2 parts warehouses;
- 201 dealers in the U.S. and 12 in Canada, with appr. 3,300 employees;
- Porsche Financial Services, Porsche Motorsport and Porsche Latin America;
- 39% of Porsche's worldwide sales in FY 05/06.

Luxury Vehicles Market Size - Million Vehicles, 9 Luxury Brand -

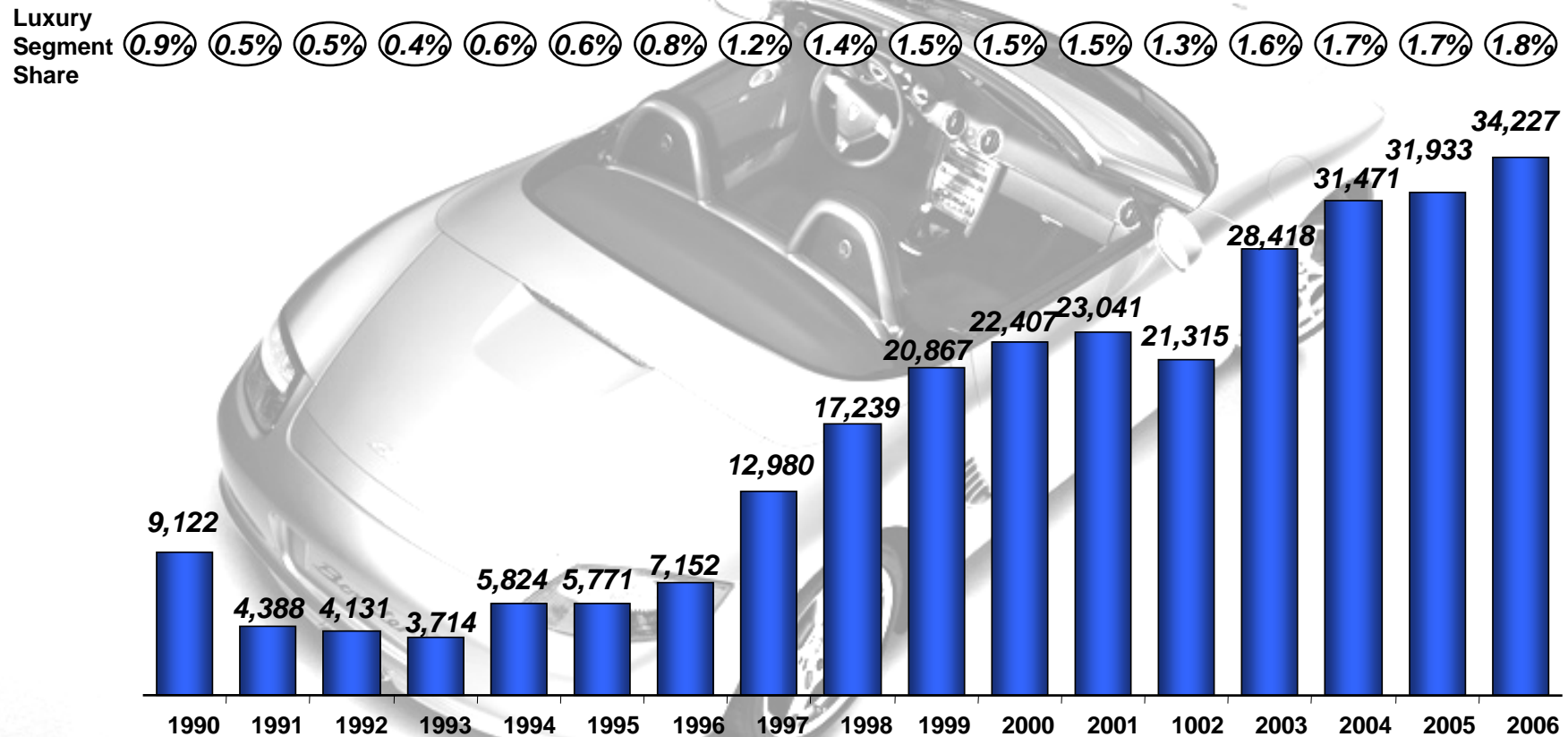


Luxury Vehicle Segment Shares



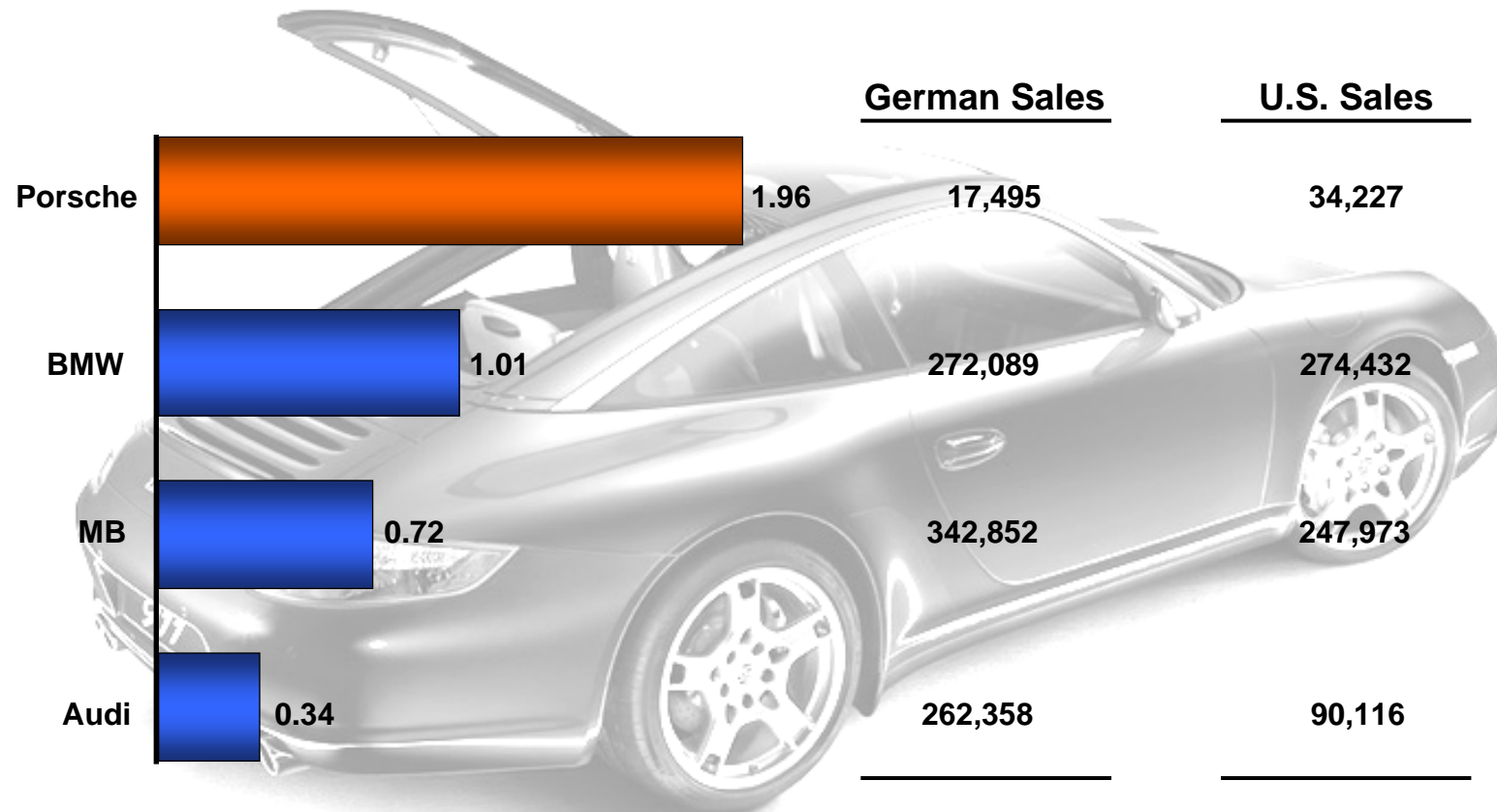
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Porsche Sales in the U.S.



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CY 2006 Vehicle Sales – U.S. vs. Germany



Luxury Vehicle Buyer Demographic

- **Mean Age** **47.5 Years**
- **Mean HH Income** **\$ 205 K**
- **Male / Female** **57% / 43%**
- **Graduate / Post Graduate Degrees** **24% / 15%**
- **Self Employed / Retired** **21% / 11%**
- **Urban / Suburban** **27% / 63%**

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Competing Successfully **- Part 1 -**



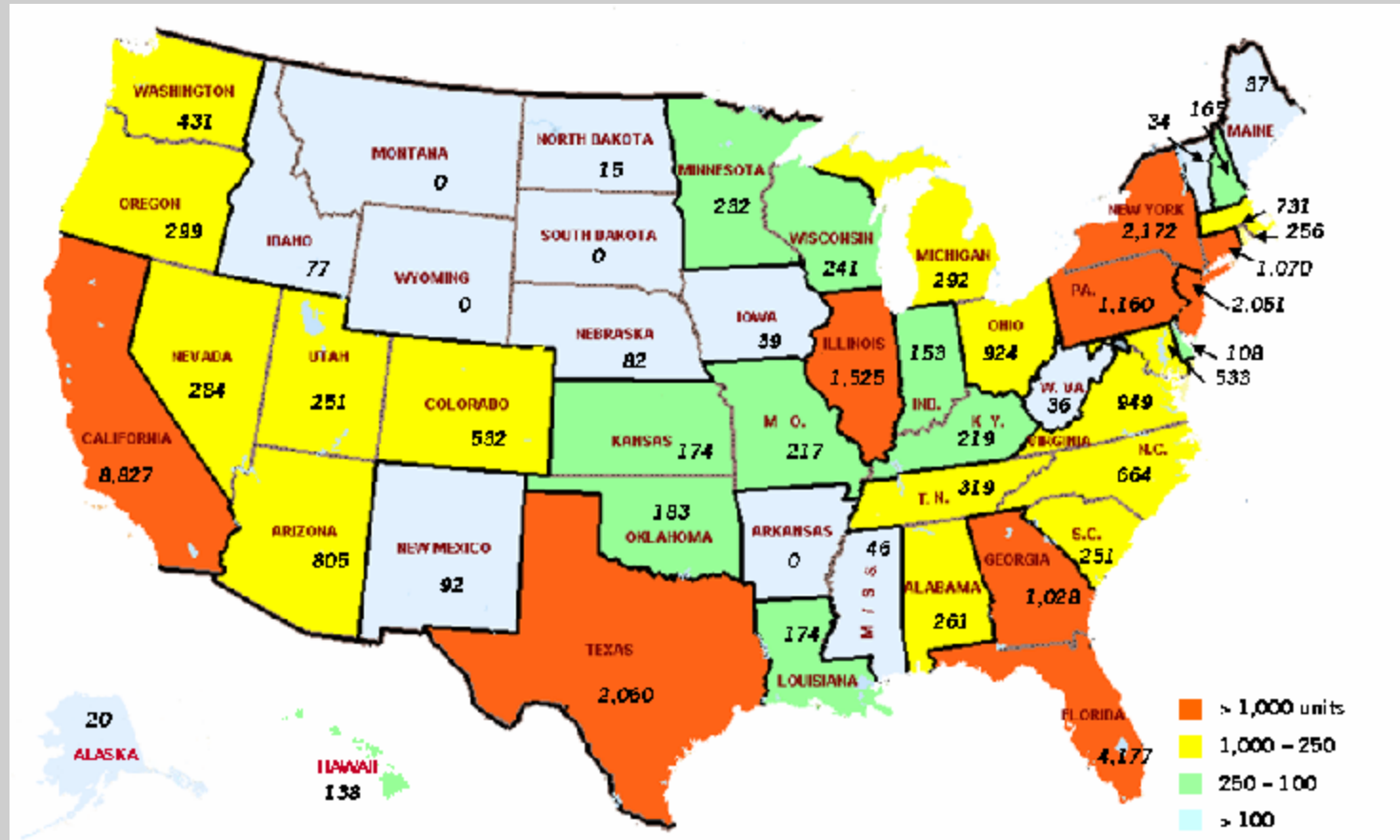
911 Turbo Video

Competing Successfully

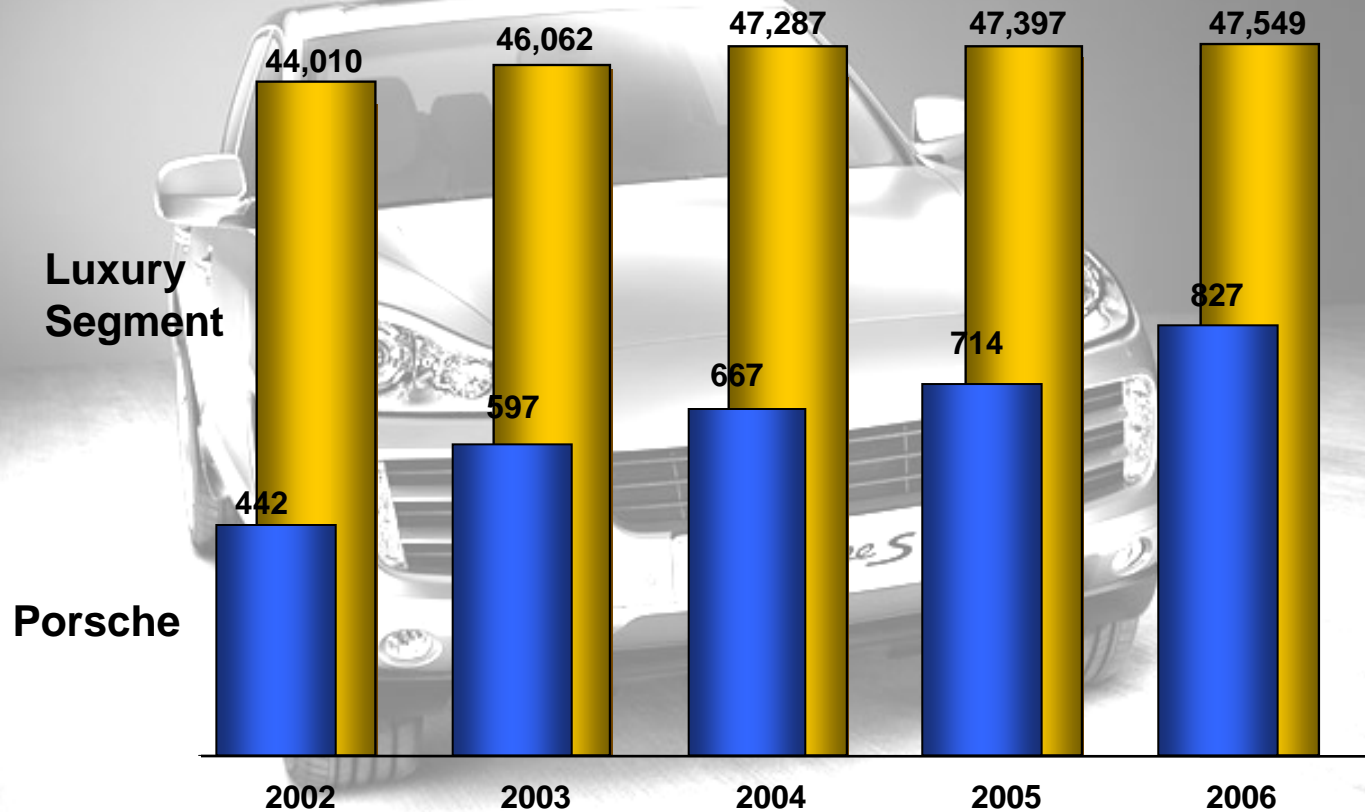
- Part 2 -

- **Focus** – size, value proposition, independence;
- **Exciting Products** – 911, Boxster, Cayenne, Cayman, Panamera;
- **Racing** – 911 RS/RSR, ALMS Porsche RS Spyder;
- **Quality** – top ranking in J.D. Power CSI Summer 2006;
- **Dealer Network/Dealer Relations** – best European brand in most recent NADA surveys;
- **State-Of-The-Art Marketing, Sales and Aftersales Programs**;
- **People** – Dealer Management, Porsche Academy training and certification;
- **Risk Management** – currency, demand/supply, cost/profitability, residual values;
- **Cross-Cultural Cooperation** – German/U.S. business cultures;
- **Communications**.

Porsche Dealer Sales by State FY 05/06



Luxury and Porsche Vehicle Registrations* in Georgia



* Different from previous slide which shows deliveries by dealers in the respective states

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Atlanta Dealers

Jim Ellis Porsche

Founded: 1984

Last Expansion: 2003

Staff: 32

Premier Dealer 2007



Hennessy Porsche

Founded: 2003

Staff: 36

Premier Dealer 2007

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Outlook

- **Luxury segment growth will continue;**
- **Panamera market introduction in 2009;**
- **Innovative technologies and features;**
- **Further growth of Porsche's U.S. presence.**