



Porsche launched the new Panamera in fiscal year 2020. In spite of the challenges presented by the Covid-19 pandemic, the sports car manufacturer achieved its strategic target return.

BUSINESS DEVELOPMENT

Exclusivity and social acceptance, innovation and tradition, performance and everyday usability, design and functionality – these are the brand values of sports car manufacturer Porsche. In fiscal year 2020, Porsche presented its extensively revamped Panamera, which combines the performance of a sports car with the comfort of an exclusive saloon and now covers an even wider range: with its top model, the 463 kW (630 PS) Panamera Turbo S, the sports car manufacturer is underscoring its high standard of best-in-class performance. The Panamera 4S E-Hybrid is a consistent continuation of Porsche's E-Performance strategy and constitutes a new addition to the range of plug-in hybrids, offering a completely new drive system with 412 kW (560 PS). Compared with the previous hybrid models, the all-electric range has been boosted by up to 30%. Porsche celebrated the world premiere of the 911 Targa 4 and 911 Targa 4S models in 2020, completing its new generation of the 911 with the third vehicle body variant. The innovative, fully automatic roof system remains a distinguishing feature on all versions of the Targa; and just like the legendary original Targa model from 1965, it features the characteristic wide bar as well as an automated retractable roof section above the front seats and a wraparound rear window. An eight-speed dual-clutch transmission and intelligent all-wheel drive Porsche Traction Management deliver compelling performance and sporty driving pleasure. In the 911 series, the new generation of the 911 Turbo S has also been available in Coupé and Cabriolet versions since 2020. The new range-topping 911 offers unprecedented power, driving dynamics and luxury. It is being launched with a new 3.8 l boxer engine that delivers 478 kW (650 PS) of power, a whopping 51 kW (70 PS) more than its predecessor. The 911 Turbo S sprints from 0 to 100 km/h in just 2.7 seconds, while top speed is 330 km/h.

Porsche delivered 272 thousand sports vehicles to customers in fiscal year 2020, 3.1% fewer than in the previous year. China remained the largest single market, and Porsche was able to increase its sales there by 2.6% to 89 thousand vehicles.

Porsche's unit sales amounted to 265 thousand vehicles in the reporting period. This was 4.2% fewer than in the previous year. The 718 and the Taycan saw growth.

Porsche produced a total of 263 thousand vehicles in 2020, 4.1% fewer than in fiscal year 2019.

SALES REVENUE AND EARNINGS

Porsche Automotive's sales revenue was on a level with the previous year at €26.1 (26.1) billion in fiscal year 2020. Operating profit decreased by 4.5% to 4.0 billion (prior-year figure before special items); this was attributable to lower vehicle sales and to cost increases, especially for digitalization and electrification. Changes in exchange rates also had a negative impact. Despite the Covid-19 pandemic, early countermeasures, cost discipline and very good market performance in the second half of the year meant it was possible to achieve an operating return of 15.4 (16.2)% (prior-year figure before special items), which even slightly exceeded the target return.

15.4%

Operating return on sales in 2020

PRODUCTION

Units	2020	2019
Cayenne	82,137	95,293
Macan	78,490	89,744
Taycan	29,450	1,386
911 Coupé/Cabriolet	28,672	37,585
718 Boxster/Cayman	22,655	19,263
Panamera	21,832	31,192
	263,236	274,463

PORSCHE AUTOMOTIVE¹

	2020	2019	%
Deliveries (thousand units)	272	281	-3.1
Vehicle sales	265	277	-4.2
Production	263	274	-4.1
Sales revenue (€ million)	26,086	26,060	+0.1
Operating result before special items	4,021	4,210	-4.5
Operating return on sales (%)	15.4	16.2	

1 Porsche (Automotive and Financial Services): sales revenue €28,695 (28,518) million, operating profit (in the prior-year before special items) €4,176 (4,396) million.

Panamera



DELIVERIES BY MARKET

in percent

