



PORSCHE

Press Release

December 27, 2010

No. 122/10

North American International Auto Show 2011

Porsche with world premiere in Detroit

Stuttgart. Dr. Ing. h.c. F. Porsche AG, Stuttgart, is starting 2011 with an important show debut in its largest market, the USA. At the North American International Auto Show in Detroit (January 10 to 23) Porsche will be giving a new model its world debut – and various other models their first showing in the USA. The premieres will be broadcast live on the Porsche website www.porsche.com/detroit as webcasts.

The show in the traditional venue of Detroit, nicknamed “Motor City”, is regarded as a leading international marketplace and forum for trends and opinions that is particularly relevant for the North American market. Porsche has been experiencing rapidly growing demand among its US customers over the past few months, especially for the new Panamera car line and the new generation of the Cayenne sporty off-roader.

GO

Note for journalists: Porsche invites you to a press breakfast at its show stand in the Cobo Hall at 6 am on 10 January 2011. The world premiere presentation will begin in Detroit at 6:30 am local time (12:30 pm German time).