Facts and figures

2018: A strong year for Porsche

Sales revenue

Operating profit

>>

€ 4.3 billion

- }>

€ 25.8 billion

Operating return on sales

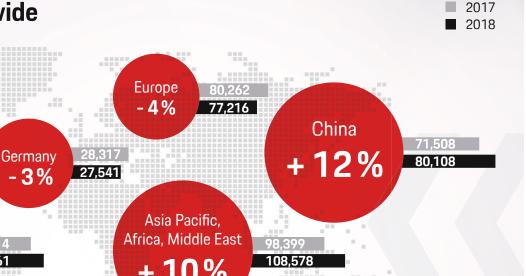
>>> 16.6%

2017: 17.6%

+4%

Deliveries worldwide

America + **4%**

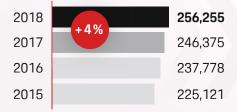


> Key figures

USA

+3%

Deliveries worldwide



Sales revenue in billions of euro



Operating profit in billions of euro



Workforce 32,325

27,612

27,612

17,502

19,456

13,159

15,307

"Since 2012, our workforce has more than doubled. And electromobility is another job engine: we are creating 1,500 new jobs for the Taycan alone."

Oliver Blume, CEO of Porsche since 2015



Sales success hybrid technology

2010 2011 2012 2013 2014 2015 2016 2017 2018

>60%

of all delivered Panamera models in Europe are E-hybrids.





> Strong final phase for the 911

10%

more 911 were delivered in comparison to the previous year.

Massive investment in electromobility



billion euros will be invested by 2022 in the development and infrastructure of the Porsche e-fleet.

