



News Release

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Elegant, sophisticated and exclusive: Porsche Cayenne Platinum Edition

New limited edition with extensive standard features

Atlanta, Georgia. Later in 2016, Porsche will offer two new Cayenne Platinum Edition models. Porsche uses the Platinum Edition designation for selected configurations that are offered for only a limited time. The Cayenne and Cayenne S E-Hybrid Platinum Edition variants will be recognizable by their distinctive sporty appearance. Both models offer a high level of content at an attractive price. For example, large 20-inch RS Spyder design wheels are housed in wider wheel arches and the special interior is dominated by leather eight-way electrically adjustable sport seats with Alcantara® center panels, Porsche crest on the head rests, and stainless steel door sills with illuminated "Platinum Edition" lettering.

Expanded features improve comfort and convenience. For example, standard equipment for the Cayenne Platinum Edition includes Bi-Xenon™ headlights with the Porsche Dynamic Light System (PDLS), Power Steering Plus, and front and rear ParkAssist. The latter not only uses an audible beep to indicate the distance to objects or other cars in front of and behind the vehicle; it also graphically depicts the direct surroundings on the central display. The exterior mirrors and rear-view mirror are equipped with an automatic anti-glare feature as standard, while dark-tinted privacy glass (also standard) provides additional privacy for rear passengers.

Solid black and white paint finishes are standard, with Jet Black, Purpurite, Mahogany, Carrara White, or Rhodium Silver metallic paints optionally available. The wheel arch extensions are also available in body color. The models' exclusive appearance is rounded out by a high gloss black exterior trim package.

Platinum Edition models will come with the latest generation Porsche Communication

Management (PCM) system that includes navigation, the Connect Plus module, and a BOSE®



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Surround Sound system. The plug-in Cayenne S E-Hybrid Platinum Edition model also comes with auxiliary cabin conditioning which allows the vehicle to be programmed to use the heater or air-conditioning to pre-condition the cabin before the driver enters the vehicle.

The Cayenne S E-Hybrid's 3.0 liter V6 supercharged engine and electric motor results in 47 mpg, based upon EPA testing, while producing a maximum 416 hp. The Cayenne S E-Hybrid Platinum Edition model will start at an MSRP of \$81,600. With a 3.6 liter V6 producing 300 hp, the 2017 Cayenne Platinum Edition model will start at an MSRP of \$65,600. Both prices do not include a delivery, processing, and handling fee of \$1,050.

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About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of Porsche 918 Spyder, 911, Boxster and Cayman sports cars, the Macan and Cayenne SUVs, and Panamera sports sedans. Headquartered in Atlanta, Georgia since 1998, PCNA is also home to the first Porsche Experience Center in North America featuring a module-based 1.6 mile driver development track, business center, human performance center, and fine dining restaurant. PCNA employs approximately 300 people who provide parts, service, marketing, and training for 186 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand's 65-plus year history and leadership in the advancement of vehicle performance, safety and efficiency. PCNA is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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