



**PORSCHE**

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Two-seat roadster and four-door sports car hold their value better than any other vehicle in their class

## **Porsche 718 Boxster and Panamera recipients of 2017 ALG Canadian Residual Value Awards**

**Mississauga.** Today Porsche received a pair of ALG Canadian Residual Value Awards for the 718 Boxster in the Premium Sportscar Segment, and the Panamera in the Premium Executive Segment. The annual ALG Canadian Residual Value Awards honour vehicles and brands that are forecast to retain the highest percentage of their Manufacturer's Suggested Retail Price after a three-year period for Premium brands.

"I am pleased to accept these two awards from ALG," said Alexander Pollich, President & CEO, Porsche Cars Canada, Ltd. "Our new 718 Boxster exemplifies the modern two-seat roadster and provides its occupants with an unrivaled driving and ownership experience. The Panamera underline its appeal with its second consecutive ALG award with a whole new model that innovates and rewrites the rules as to what a sports sedan should be."

ALG is an industry benchmark for projecting future vehicle values and depreciation data. Award winners are determined through careful study of the competition in each segment, historical vehicle performance and industry trends. Vehicle quality, production levels relative to demand, and pricing and marketing strategies represent key factors that impact ALG's residual value forecasts.

Porsche Cars Canada, Ltd., an independent subsidiary of Porsche AG, imports and distributes Porsche vehicles in Canada. The company employs a team of 38 in sales, aftersales, finance, marketing, and public relations. In 2016, Porsche sold an unprecedented 7,061 units in Canada, up 10% over the prior year.

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