

Porsche 911 earns top honors in S&P Global Mobility Automotive Loyalty Awards - Sports Car Segment

14/01/2026 The Porsche 911 is recognized for the third consecutive year.

For the third consecutive year, the Porsche 911 has been singled out by S&P Global Mobility, a recognized leader in market intelligence and analytics, for achieving the highest model loyalty in the sports car segment for 2025. This marks the tenth time since 2001 the 911 has received this honor.

The award is based on S&P Global Mobility's analysis of 2025 Porsche 911 registrations. Loyalty is measured when a household replaces its current vehicle with another of the same model. Among 15 sports cars evaluated, the 911 led the field to earn this distinction.

"The 911 is special to us, and to our customers – it's truly a unique blend of exhilaration, usability and

raw performance – creating an experience that owners never forget," said Timo Resch, President and CEO of Porsche Cars North America. We are deeply grateful to our loyal customers and remain focused on delivering an unmatched driving experience and exceptional service."

This year marks the 30th anniversary of S&P Global Mobility's Automotive Loyalty Awards program. The awards are grounded in a rigorous analysis of vehicle registration data, ensuring results are fact-based rather than derived from consumer surveys or opinion studies.

MEDIA ENQUIRIES



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Consumption data

911 Carrera S (Predecessor model)

911 Turbo S (Predecessor model)

911 Turbo S Cabriolet (Predecessor model)

911 Carrera S Cabriolet (Predecessor model)

911 Targa 4 (Predecessor model)

911 GT3 RS (WLTP)*: Fuel consumption combined: 13.2 l/100 km; CO_2 emissions combined: 299 g/km; CO_2 class: G

911 Carrera Cabriolet (Predecessor model)

911 Carrera 4 (Predecessor model)

911 Targa 4S (Predecessor model)

911 Carrera (Predecessor model)

911 Carrera 4S Cabriolet (Predecessor model)

911 Carrera 4 Cabriolet (Predecessor model)

911 Carrera 4S (Predecessor model)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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