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Porsche Panamera Coming To India



Porsche expects to beat BMW's 7 series and Mercedes S-Class sedan by launching its Panamera in September this year in India. Porsche India has already ordered 50 units of Panamera, which is expected to be priced above Rs 86 lakh for the Indian market. The model is likely to make its debut in the world market and in India in September. Checkout [Porsche Panamera Picture Gallery](#).

"The launch of Panamera marks the entry of Porsche into a brand new segment. In India, we intend to introduce the model around the same time as its global debut. We have begun to get enquiries and we hope to sell 50-60 units of the model in the first year of its introduction in India," said Mr Rod Wallace, Managing Director, Precision Cars India.

Porsche, which sold 168 units last year, has set a target of 250 units in the current year. Globally, it sold 98,000 units with the US accounting for nearly 40,000 units and Chinese sales were also much ahead of India at 8,000 units last year. Mr Wallace said that he expects the increase in sales through its sports utility vehicle Cayenne and Boxster.

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