Global community celebrates Sportscar Together Day 2026

16/09/2026 On 12 and 13 September, Porsche celebrated the allure of sports car culture with its Sportscar Together Day 2026, a full weekend event that was marked across the world. Across 10 Porsche Experience Centers (PECs) on three continents, as well as through numerous community activities around the world, sports car enthusiasts came together to share their passion.

'One Weekend. One Shared Passion.' was the theme of the celebrations, which centred around communities and their shared loved of sports cars. The PECs formed the heart of the events, serving as gathering places for drivers, fans and clubs. Together with visitors on site, they created one of the largest global community activations in the Porsche brand's history.

From Atlanta and Toronto to Hockenheim, Le Mans, Shanghai and Tokyo, each location offered a diverse programme, with exclusive driving experiences, car displays, community parades and numerous local highlights bringing the allure of Porsche to life.

Among the standout moments were passenger rides in the Porsche 911 GT3 Cup at the PEC

Franciacorta, Italy, the ceremonial handover of the one-millionth Porsche delivered in China to a customer at the PEC Shanghai, and a visit by Porsche Brand Ambassador Mark Webber at the PEC Hockenheimring, in Germany.

Community makes Sportscar Together Day its own

Sportscar Together Day extended far beyond the official events. True to the principle 'Porsche starts it. The world owns it.', official Porsche clubs, private groups and independent communities embraced the idea and organised their own gatherings, drives and events.

Numerous community events also took place around the globe. Through the hashtag #SCTD, stories, images and experiences from around the world were shared, creating one collective digital experience. Thousands of social media posts turned Sportscar Together Day into a truly global community moment.

Twenty-five years of partnership between Porsche and Bose

Another highlight was the 25th anniversary of the partnership between Porsche and Bose. Visitors in Atlanta and Toronto, at the Hockenheimring, and in Tokyo and Shanghai were able to experience the 'A Sonic Daydream.' activation.

This immersive sound experience combined technology, emotion and storytelling, bringing the shared history of both brands to life in a unique way. The installation demonstrated how innovation, performance and sound quality have shaped the collaboration between Porsche and Bose for a quarter of a century.

Exclusive Porsche Lifestyle collection

To mark Sportscar Together Day 2026, Porsche Lifestyle also presented an exclusive T-shirt. Inspired by a passion for sports cars, the design reflects the shared enthusiasm of the global Porsche community. Limited to just 350 items, the T-shirt has already become a highly sought-after collector's item, offering strong recognition value for anyone who wants to be part of this global Porsche moment.

MEDIA ENQUIRIES

Sandro Kälin

Head of Communications Porsche Schweiz AG
+41 41 487 91 16
sandro.kaelin@porsche.ch

Siraya Schäfer

Press and Public Relations Specialist, Porsche Schweiz AG
+41 41 487 91 47
siraya.schaefer@porsche.ch

Consumption data

911 GT3 (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 13.8 – 13.7 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 312 – 310 g/km; Stato [StandHeute]

718 Cayman GT4 RS (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 13.0 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 295 g/km; Stato [StandHeute]

*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).

Link Collection

Link to this article
https://newsroom.porsche.com/it_CH/2026/company/porsche-sportscar-together-day-2026-43268.html

Media Package
https://pmdb.porsche.de/newsroomzips/02a8a967-f6b7-4de0-a789-087d89942795.zip