



Porsche Centre Egypt partners with Roads & Rides Club in Sharm El Sheikh

05/05/2025 The breathtaking backdrop of the Red Sea and the tourist hotspot of Sharm El Sheikh became a haven for performance car enthusiasts and race fans as Porsche Centre Egypt joined the Roads & Rides Egypt Club for an unforgettable festival of speed.

Egypt | The sun-drenched coastline of Sharm El Sheikh on the Red Sea was transformed into a high octane, adrenaline-fueled supercar playground as Porsche Centre Egypt partnered with Roads & Rides Egypt Club for a celebration of motor racing, performance and car culture along the famous beachside strip.

The Exotic Drag Race Event is the first of its kind in Egypt where participants competed in straight-line acceleration runs over a set distance and was held in collaboration with the Governor of Sharm El Sheikh.

It included a partial street closure which allowed supercar owners, motorsport enthusiasts and industry leaders to celebrate speed, design and innovation in a safe and controlled environment, creating a festival of entertainment for high-horsepower enthusiasts as well as families and children.

The high-speed, high-stakes Exotic Drag Race Event hosted by the Roads & Rides Egypt Club showcased the thrill of performance cars racing against each other in an adrenaline-fueled competition.

As a partner, Porsche Centre Egypt welcomed and supported a strong contingent of more than 11 Porsche competitors behind the wheel of both standard and modified 911 models including the Turbo S, Carrera, Carrera GTS, GT3, GT3 RS and GT2 RS, while Cayman fans were catered for with runs by Cayman GTS and GT4 RS models.

Alongside Porsche's finest race-bred supercars, the event featured some of the world's most powerful and luxurious exotic cars competing on the specially designed drag strip that highlighted speed, acceleration and power.

Set against the breathtaking backdrop of Sharm El Sheikh, spectators were able to witness the action from strategic viewing points and had the chance to meet drivers, learn about the vehicles and get up close to the cars.

At the conclusion, Porsche Centre Egypt provided trophies to the fastest three drivers down the strip during an Awards ceremony in the evening that followed the day's on-track action.

Sharm El Sheikh's Exotic Drag Race Event provided opportunities to connect with industry experts and brand representatives as well as bring together automotive enthusiasts and performance car brands at the iconic, world-renown tourist destination.

As a seasoned, long-time supporter of the country's vibrant and growing car culture scene, Porsche Centre Egypt welcomed the chance to be associated with the Roads & Rides Egypt Club to bring Porsche's legacy of innovation and speed to Sharm El Sheikh as well as promote Egypt as a destination for luxury and motorsport experiences.

The Roads & Rides Egypt Club on its quest to bring world-class automotive events to the region provided an ideal opportunity for enthusiasts to connect with industry experts and brand representatives in an informal, family-friendly environment, reinforcing a shared vision with Porsche Centre Egypt of growth through a passion for motorsport and car culture.

In The Media

MEDIA
ENQUIRIES



Chris Jordan

Head of Public Relations Porsche Middle East & Africa
+971 4 356 9911
cjordan@porsche-me.ae



Mahvesh Sayed

PR Specialist Porsche Middle East & Africa
+971 4 356 9911
mahvesh.sayed@porsche-me.ae

Link Collection

Link to this article

https://newsroom.porsche.com/en_AE/2025/company/porsche-egypt-partners-with-roads-and-rides.html

Media Package

<https://pmdb.porsche.de/newsroomzips/03274376-0755-42e6-b4a7-5bdbeea5a7fc.zip>