

Taycan Turbo GT with Weissach package: émissions de CO_2 en cycle mixte (WLTP) 0 g/km, consommation électrique en cycle mixte (WLTP) 24,8 – 20,6 kWh/100 km, Autonomie électrique combinée (WLTP) 460 – 555 km, Autonomie électrique en zone urbaine (WLTP) 575 – 699 km

Speed of Light: Electrifying spectacle with David Guetta

24/03/2025 The celebrated French DJ and music producer David Guetta stars in a new campaign by Porsche Middle East and Africa. In the futuristic Mohammed bin Rashid Al Maktoum Solar Park near Dubai, the latest Macan and Taycan models are showcased with dynamic beats and impressive laser effects. Three 'Making of' episodes will be released alongside the campaign film.

Electric music pioneer meets electric sports car pioneer: Accompanied by a Future Rave Remix of his hit 'Titanium' and staged with spectacular laser light effects, Guetta performs at futuristic Mohamed bin Rashid Al Maktoum Solar Park near Dubai. A Macan Turbo and a Taycan Turbo GT are also starring in the video and are driving through one of the largest solar parks in the world with over two million solar modules and an area of 127 square kilometres. The 263-metre solar power tower, the tallest of its kind, became Guetta's temporary DJ booth.

“This collaboration is one of those things you dream of as a kid,” said Guetta. “Porsche has always stood for emotion, performance, and pushing the limits, just like my music. Being part of this project has truly inspired me.” Guetta, a pioneer in electronic music and one of the most celebrated DJs across the globe, has always been known for shifting the boundaries, while staying true to his roots. The campaign film focuses on the Macan Turbo and Taycan Turbo GT, Porsche's two latest all-electric models that have just been launched in the Middle East.

In addition to the main film, three behind the scenes episodes provide more information about this futuristic location and it’s cutting-edge technology, the collaboration with David Guetta and the techniques used to bring this film to life. All films will be shown in the Porsche Newsroom and on the company's social media channels.

“Dubai is a city that never stops surprising. The solar park is an incredible location, and not many people know about it. That's when we thought, it's perfect for Porsche as it aligns with our clear path towards sustainability.” said Dr Manfred Bräunl, Chief Executive Officer, Porsche Middle East and Africa FZE.

Two partners in the United Arab Emirates supported the filming: the Ministry of Economy and Tourism (DET) and the Dubai Electricity & Water Authority (DEWA). DEWA operates the Mohammed bin Rashid Al Maktoum Solar Park. By 2030, it aims to power nearly two million homes in Dubai, saving over eight million tons of carbon emissions annually. DET and DEWA share the same vision of becoming a global leader in innovation and sustainability.

Driving forward the electrification

This also applies to Porsche: with the new Macan and the Taycan, the sports car manufacturer is systematically driving forward the electrification of its range. In 2024, the Macan entered its second generation of fully electric models. Through its progressive, timeless design, characteristic Porsche performance, long-distance range and with real everyday usability, the new Macan completely fulfils the requirements of Porsche customers who wish to drive an SUV. The top model is the Macan Turbo with up to 470 kW (639 hp) and a maximum torque of 1,130 Nm. This guarantees sporty performance: The Macan Turbo accelerates from zero to 100 km/h in 3.3 seconds. Its top speed is 260 km/h.

The most powerful production Porsche of all time is the Taycan Turbo GT with a limited-time peak power output of more than 1,100 hp[1] (Taycan Turbo GT: émissions de CO_2 en cycle mixte (WLTP) 0 g/km, consommation électrique en cycle mixte (WLTP) 21,2 – 20,5 kWh/100 km, Autonomie électrique combinée (WLTP) 540 – 559 km, Autonomie électrique en zone urbaine (WLTP) 655 – 678 km).The model version with the Weissach package, which is consistently designed for the racetrack, recently set a record for the fourth time and on the fourth continent: After setting records on the Nürburgring Nordschleife, the WeatherTech Raceway Laguna Seca in California and the Shanghai International Circuit, it also achieved a record time for electric cars on the Interlagos Circuit in São Paulo.

[1]About the measuring method: https://www.porsche.com/gtr21

MEDIA ENQUIRIES



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Consumption data

Macan Turbo (WLTP)*: Consommation électrique combinée (gamme): 20.6 – 18.3 kWh/100 km; Emissions de CO_2 combinée (gamme): 0 g/km; Statut [StandHeute]

Taycan Turbo GT (WLTP)*: Consommation électrique combinée (gamme): 21.1 – 20.5 kWh/100 km; Emissions de CO_2 combinée (gamme): 0 g/km; Statut [StandHeute]

Taycan Turbo GT avec pack Weissach (WLTP)*: Consommation électrique combinée (gamme): 24.8 – 20.6 kWh/100 km; Emissions de CO_2 combinée (gamme): 0 g/km; Statut [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).

Video

Image Sublines

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