

Porsche Centre Abu Dhabi partners with ERTH Hotel Abu Dhabi for Ramadan

26/02/2026 A lifestyle-led collaboration celebrating togetherness, hospitality and the spirit of the Holy Month.

Abu Dhabi |Porsche Centre Abu Dhabi and Ali & Sons have introduced a curated Ramadan experience in partnership with ERTH Hotel Abu Dhabi, bringing together hospitality, heritage and contemporary lifestyle in a setting shaped by the values of the Holy Month.

Hosted within the Al Khaima Tent, the collaboration offers guests an elevated environment to gather, reflect and connect, guided by a shared philosophy of *following the path within* ; a gentle expression of introspection, calm and meaningful connection throughout Ramadan.

Designed as an expression of togetherness and reflection, the setting blends refined dining with thoughtful details that create a sense of warmth, serenity and generosity. Ambient music, featuring the

soft tones of the Qanun, adds an authentic cultural layer, enriching the atmosphere and reinforcing the spirit of the season.

Throughout Ramadan, Porsche Centre Abu Dhabi's presence within the experience is intentionally understated, complementing the ambience rather than overtaking it. A vehicle display within the Al Khaima Tent showcases a selection of Porsche icons, including the Porsche Carrera RS Classic, Porsche Cayenne, and Porsche GT4 RS, presenting a subtle dialogue between heritage, performance and contemporary design.

The partnership reflects Porsche's evolving role within the region's lifestyle landscape, extending beyond performance into moments that centre on community, culture and shared moments. This approach was brought to life through a dedicated media evening, offering a moment to engage with the experience in a more intimate setting.

The initiative forms part of Porsche Centre Abu Dhabi and Ali & Sons' broader commitment to engaging with the cultural fabric of the UAE through meaningful, locally relevant collaborations. By aligning with a hospitality partner that embodies Emirati values and modern refinement, the brand continues to explore new contexts in which Porsche can be experienced.

"Ramadan is a time that brings people together in a deeply meaningful way. Through this collaboration, we wanted to create a curated moment that reflects the values of the Holy Month while offering our community a refined and welcoming environment. It is another expression of how Porsche Centre Abu Dhabi and Ali & Sons continue to engage with lifestyle and culture in the capital." said Wissam Khalil, General Manager of Porsche Centre Abu Dhabi and Al Ain.

In The Media

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