

Porsche Middle East and Africa region reports best sales result in 12 years

26/01/2026 Porsche Middle East and Africa FZE achieved continued sales growth in 2025, delivering 9,628 new vehicles. Deliveries across the Middle East, Africa, Levant and India region have now grown 55 per cent since 2020. It was a record year for the iconic 911 sportscar range, which was 23 per cent of total sales in the region.

Porsche Middle East and Africa has achieved its best annual sales results in 12 years, representing 55 per cent growth in regional sales since 2020. A total of 9,628 new vehicles were delivered in the 2025 calendar year across the Middle East, Africa, Levant and India region. This represents one per cent growth compared to the previous year.

The iconic 911 sportscar model line recorded a record sales result, accounting for 23 per cent of the region's total sales in 2025. This compares to 15 per cent share in 2020.

“I’m proud of the achievements of our Porsche importers across the region, as well as our regional team,” said Dr Manfred Bräunl, Chief Executive Officer, Porsche Middle East and Africa FZE.

“We have been on a consistent growth path over the past five years. Across our diverse region, we are in a strong position for the years ahead. We will continue to work hard to ensure the best possible ownership experience.

"The addition of four new Porsche Centres to our region, along with three renovation projects and three Porsche Now locations, underscores the investment and commitment of our importer partners.

"Last year we again brought projects to life that were recognised globally, including the fifth edition of our Icons of Porsche festival in Dubai. This event is now more international than ever before, and has grown to become one of the largest Porsche events in the world."

Regional milestones and highlights in 2025

Beyond sales performance, 2025 was a year marked by significant projects in the region.

The Icons of Porsche festival in Dubai returned for its fifth edition and the largest yet. More than 30,000 fans attended over two days, where new models such as the Cayenne Electric, Macan GTS and 911 GT3 with Manthey kit were all on public display for the first time.

Porsche also launched its spectacular Speed of Light campaign, featuring global music producer and DJ David Guetta. A collaboration with Dubai Tourism and Economy, the production highlighted the Macan Electric and Taycan sports cars and was filmed at the innovative Mohammed bin Rashid Al Maktoum Solar Park. It is one of the most viewed Porsche videos in recent years, with 70 million views across all channels.

A collaboration with global NGO Liter of Light was launched in India, where Porsche supported the donation of solar lamps to rural communities during Diwali celebrations. The initiative set a new Guinness World Record for the largest display of solar-powered lamps, with 1,963 units installed in the shadow of the famous Gateway of India.

Individualisation of Porsche continues to grow in the region, with increased uptake of Exclusive Manufaktur options and one-off Sonderwunsch vehicles.

Customer engagement was further strengthened through the Porsche World Road Show, which took place across five markets in the region in 2025; Dubai, India, Abu Dhabi, Saudi Arabia and Oman. The global driving experience allowed local customers to explore performance across the entire range of Porsche models.

The year also marked the launch of the Porsche Travel Experience in the Middle East. The five-day

programme combined brand immersion at Icons of Porsche in Dubai with on-track driving at Dubai Autodrome, desert driving experiences, a mountain route to Jebel Jais and coastal drives overlooking the Gulf of Oman.

In Saudi Arabia, Porsche introduced the Macan Gems Collection, three bespoke Macan show cars inspired by Amethyst, Emerald and Sapphire gemstones. Each vehicle was specified using Porsche Exclusive Manufaktur, with the initiative aimed at engaging female customers in the market through design-led storytelling.

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Image Sublines

Path: Porsche Middle East and Africa region reports best sales result in 12 years/Images/img_1.jpg
Title: Cayenne Electric, 2026, Porsche Middle East
Subline: Cayenne Turbo Electric in Dubai, UAE

Path: Porsche Middle East and Africa region reports best sales result in 12 years/Images/img_2.jpg
Title: 911 GT3 with Manthey Kit, 2026, Porsche Middle East
Subline: 911 GT3 with Manthey kit in Dubai, UAE

Path: Porsche Middle East and Africa region reports best sales result in 12 years/Images/img_3.jpg
Title: Macan GTS, 2026, Porsche Middle East
Subline: Macan GTS Electric

Path: Porsche Middle East and Africa region reports best sales result in 12 years/Images/img_4.jpg
Title: Icons of Porsche, Dubai, 2025, Porsche Middle East
Subline: Icons of Porsche 2025

Path: Porsche Middle East and Africa region reports best sales result in 12 years/Images/img_5.jpg
Title: 2696_yob_bts_AKOS8388_edit_V02_2048px (2).jpg
Subline: Speed of Light

Path: Porsche Middle East and Africa region reports best sales result in 12 years/Images/img_6.jpg
Title:
Subline: Liter of Light

Path: Porsche Middle East and Africa region reports best sales result in 12 years/Images/img_7.jpg
Title: 911 GT3 RS, 2026, Porsche Middle East
Subline: 911 GT3 RS Sonderwunsch

Path: Porsche Middle East and Africa region reports best sales result in 12 years/Images/img_8.jpg
Title: Porsche World Road Show, Jeddah Corniche Circuit, Saudi Arabia, 2025, Porsche Middle East
Subline: Porsche World Road Show in Saudi Arabia

Path: Porsche Middle East and Africa region reports best sales result in 12 years/Images/img_9.jpg
Title: Macan 4S GEMS, 2026, Porsche Middle East
Subline: Macan Gems Collection

Link Collection

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