

Porsche World Road Show Qatar 2026 arrives at Lusail International Circuit

14/01/2026 Porsche Centre Doha, operated by Al Boraq Automobiles, proudly hosts Porsche World Road Show Qatar 2026, taking place from 5 to 12 January 2026 at the iconic Lusail International Circuit. The event marks the first time the Porsche World Road Show has taken place at the circuit since its comprehensive redevelopment, as well as the first return of the programme to Qatar in 12 years, since 2014.

Qatar |The event forms a central highlight of the celebrations marking 20 years of Porsche and Al Boraq Automobiles in Qatar, reinforcing a long-standing commitment to performance excellence, customer experience, and immersive brand engagement.

“We are delighted to welcome the Porsche World Road Show to Lusail International Circuit. This event underscores the circuit’s versatility as a premier venue for world-class automotive experiences and reinforces Qatar’s position as a hub for global motorsport and performance-driven events. As the home

of flagship international championships such as Formula 1®, the FIA World Endurance Championship, and MotoGP™, Lusail International Circuit continues to serve as a destination not only for elite motorsport, but also for innovative automotive experiences and a wide range of community-driven events," said Abdulaziz Ali Al Mohannadi, CEO of Lusail International Circuit, representative at Lusail International Circuit.

Set against the backdrop of Lusail International Circuit, the Porsche World Road Show allows participants to explore Porsche performance in a controlled, professional environment purpose-built for high-level driving experiences. The world-class facility provides the ideal platform to demonstrate Porsche's engineering capabilities, safety systems, and dynamic performance across a variety of driving scenarios.

"Hosting the Porsche World Road Show in Qatar during our 20-year celebration is a proud milestone for us. This program perfectly reflects what Porsche stands for, precision, performance, and passion, while allowing our customers and enthusiasts to experience the brand across its full model range in an exceptional setting," said Salman Jassem Al Darwish CEO, Porsche Centre Doha, Al Boraq Automobiles Co. w.l.l.

Recognised globally as one of Porsche's most renowned driving programs, the Porsche World Road Show is designed for both dedicated Porsche enthusiasts and those new to the brand, offering a comprehensive introduction to the Porsche driving philosophy through a full day of on-track and dynamic driving experiences.

Across multiple immersive driving modules, participants experience Porsche's entire range of high-performance models, from two-door and four-door sports cars to fully electric models, all from the GTS line-up and above. The programme focuses on vehicle dynamics, handling precision, braking performance, balance and responsiveness, while allowing drivers to adapt to different driving conditions and build confidence behind the wheel. All experiences are delivered under the guidance of Porsche-certified instructors, ensuring a safe, engaging and rewarding environment throughout the day.

"The Porsche World Road Show is designed to build a deep emotional connection between drivers and the brand. Qatar continues to be a key market for Porsche, and hosting this experience at Lusail allows participants to fully appreciate Porsche engineering, driving dynamics, and the everyday usability across our performance-focused model range," said Timo Kaufmann, Porsche World Road Show Manager, Porsche AG.

The Porsche World Road Show Qatar 2026 holds special significance as part of the 20-year anniversary of Porsche Centre Doha under Al Boraq Automobiles. Over two decades, the partnership has played a pivotal role in shaping Porsche's presence in Qatar, cultivating a passionate community of owners and enthusiasts, and delivering exceptional brand experiences beyond the showroom.

Porsche Centre Doha, operated by Al Boraq Automobiles Co. w.l.l, is the official Porsche importer in Qatar and has been delivering premium sports car experiences to customers for 20 years. The centre

continues to set benchmarks in customer engagement, aftersales excellence, and experiential brand activations in the region.

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