

First public viewing of new Cayenne Electric to be at Icons of Porsche in Dubai

10/11/2025 Porsche will present its second all-electric SUV to the world on 19 November. The Cayenne Electric debuts during a digital world premiere that will be broadcast from 6:00pm UAE time. Three days later, international media and fans of the brand will be able to discover the new model live for the first time at the Icons of Porsche festival in Dubai.

More than two decades ago, Porsche succeeded in transferring the legend of the sports car brand to a new market segment with the Cayenne. Since 2002, the SUV has represented the ideal blend of performance, versatility and everyday practicality.

With the Cayenne Electric, Porsche is now opening a new chapter in the success story of the model series – with outstanding driving dynamics, excellent long-distance comfort, uncompromising off-road capability and the efficiency of modern e-mobility. Based on Porsche's latest electric vehicle architecture, the Cayenne Electric sets new standards in the SUV segment – both in terms of

performance and charging capability as well as comfort and digital connectivity. The Cayenne Electric complements the existing range of combustion-engined and plug-in hybrid variants.

Porsche will broadcast the world premiere of the Cayenne Electric on 19 November 2025 from 18:00 UAE time (15:00 CET) here in the Porsche Newsroom, on the Porsche YouTube channel and on LinkedIn – and will afterwards be available on demand.

Shortly after, on 22 and 23 November, the Cayenne Electric will celebrate its public premiere at the fifth Icons of Porsche festival in Dubai, one of the most important brand events in the region. Last year, over 28,000 sports car fans from around the world flocked to the Porsche-themed exhibition area.

Further event announcements to follow

Tickets are now on-sale for the fifth edition of Icons of Porsche in Dubai. The colourful and family-friendly festival will be held in the Dubai Design District on 22-23 November 2025, again featuring classic cars, art, culture and much more.

Icons of Porsche will once again deliver a colourful and vibrant festival atmosphere, with an amazing collection of classic Porsche sportscars, the public debut of all new models, art installations, cultural displays and food and beverage from some of Dubai's most well-known and loved food and beverage outlets.

Now a well-established annual festival in the city, Icons of Porsche brings together diverse cultures and reinforces Dubai's reputation as a global hub for luxury, automotive excellence, and world-class international events, as well as a platform for celebrating and sharing interests. Porsche enthusiasts from all over the world are expected to travel to Dubai, joining residents of the city in sharing their passion for the brand and its exciting products, reflecting the city's ability to unite people through culture, creativity, and shared interests. It also highlights Dubai's position as an international events destination, providing a unique and enriching experience for diverse, discerning audiences from around the world.

More details on this year's festival will be announced over the coming weeks. All press announcements and Icons of Porsche content is available on the Porsche Newsroom here.

Tickets are on-sale now via IconsofPorsche.com. Follow Porsche Middle East and Africa on Instagram for more event updates.

MEDIA ENQUIRIES



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Consumption data

Cayenne Turbo E-Hybrid (WLTP)*: Fuel consumption weighted combined: 5.2 – 4.7 l/100 km; Fuel consumption with depleted battery combined: 11,9 – 11,2 l/100 km; Electrical consumption weighted combined: 20.4 – 20.0 kWh/100 km; CO_2 emissions weighted combined: 119 – 108 g/km; CO_2 class weighted combined: D – C; CO_2 class with depleted battery: G

Cayenne GTS Coupé (WLTP)*: Fuel consumption combined: 12.7 – 12.1 l/100 km; CO_2 emissions combined: 290 – 277 g/km; CO_2 class: G

*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).

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