



## Porsche Centre Shuwaikh celebrates inauguration as an official Porsche Classic partner

16/10/2024 Kuwait | Porsche Centre Kuwait announced the successful inauguration of Porsche Centre Shuwaikh as a "Porsche Classic Partner."

**Kuwait** | Porsche Centre Kuwait, Behbehani Motors Company, a leading automotive brand and pioneer in sports car design, engineering, and technology, announced the successful inauguration of Porsche Centre Shuwaikh as a "Porsche Classic Partner." This recognition officially places Kuwait, home to the largest Porsche Destination in the Middle East and Africa, as the third country in the Arab region to join the Porsche Classic partnership, following the United Arab Emirates and Lebanon.

The announcement was made during a distinguished classical evening held at the Porsche Centre Shuwaikh. The event hosted media personalities, customers, prospective buyers, Porsche enthusiasts, and a select group of VIPs, celebrating this milestone achievement surrounded by a collection of rare classical Porsche icons.

The Porsche Classic Partnership is a global program initiated by Porsche to meet the growing demand for classic vehicles. Porsche Centre Shuwaikh has been selected for its exemplary standards, becoming one of the 86 authorized classic Porsche Centres worldwide. This modern, iconic facility in Kuwait now includes a hub for the sales, maintenance, restoration, and display of classic Porsche cars.

Under the Classic Partnership, Porsche Centre Shuwaikh will also include the Porsche Classic Corner, a dedicated area offering a specialised environment for classic Porsche enthusiasts. Visitors will be able to access a range of services, including restoration and maintenance of classic models by certified technicians using original Porsche Classic spare parts. The Porsche Classic Corner serves as a vital resource for preserving and enjoying Porsche's classic cars, featuring a comprehensive collection of original parts and accessories to ensure each classic Porsche receives authentic care. The Classic Corner advisory team provides expert guidance on maintaining and restoring these iconic vehicles, preserving their legacy for future generations.

"Porsche Centre Shuwaikh's Classic Partnership aligns with Porsche's strategic vision to cater to the burgeoning classic car market," said Hany Marie, General Manager of Porsche Centre Kuwait, adding: "The program ensures that legendary Porsche models remain accessible and well-maintained for enthusiasts worldwide. Partners are chosen based on their ability to meet stringent standards, providing comprehensive services to classic Porsche owners."

Marie added: "Porsche Centre Shuwaikh has succeeded par excellence in establishing a headquarters equipped at the highest level, adding a regional destination for Porsche to provide pioneering and integrated services within the partnership program for classic cars. The Centre has all the elements—spaces, capabilities, and technologies—as well as the ideal and strategic location that is compatible with membership standards as a Porsche Classic partner."

Certified technicians, Parts Sales Consultants, and Service Advisors at Porsche Classic Partners provide expert advice on the vast number of items that make up the Porsche Classic spare parts range. They offer insights into new parts editions and technical matters, ensuring that every classic Porsche receives the care it deserves. The Classic direct dialogue bay welcomes classic customers, where Service Advisors discuss typical damage symptoms and offer maintenance, repair, and restoration solutions.

Moreover, Porsche Classic sets a visual standard within its partnerships worldwide. Porsche Centre Shuwaikh's Museum in Kuwait serves as a regional venue, allowing for special Porsche Classic Events that tell the classic story of Porsche while keeping customers updated on all things related to Porsche Classic.

Throughout the evening, the Porsche Museum offered attendees a nostalgic journey through Porsche's storied past, set against the cultural and artistic backdrop of the 1950s. The organizers expressed their delight in hosting guests, celebrating Porsche's history, culture, achievements, craftsmanship, and innovation. The museum's 850-square-meter hall houses an exclusive collection that narrates the brand's history from the 1950s to the present, showcasing rare and iconic models.

With tradition and innovation closely linked at Porsche, the Porsche Classic program is fully committed to reviving, renewing, and preserving classic cars to function as new and just as advanced. As a Porsche Classic Partner, Porsche Centre Shuwaikh now caters to the needs of classic Porsche lovers in Kuwait and the region. For more information about the Porsche Classic Partnership Program, please visit [www.porsche.com/middle-east/\\_kuwait](http://www.porsche.com/middle-east/_kuwait). Visitors are also welcome at Porsche Centre Shuwaikh to explore the facilities and services in person.

## In The Media

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# MEDIA ENQUIRIES



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## Consumption data

**Taycan Turbo S** (Predecessor model)

\*Further information on the official fuel consumption and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO<sub>2</sub>-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO<sub>2</sub>Emissions 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](http://www.dat.de)).

## Link Collection

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