



## Porsche Centre Egypt collaborates with Pirelli Egypt

**22/05/2024** Egypt | The successful collaborative campaign between Porsche Egypt and Pirelli Egypt, was designed to emphasize the importance of premium tires in ensuring optimal performance for Porsche vehicles.

**Egypt** | The successful collaborative campaign between Porsche Egypt and Pirelli Egypt, was designed to emphasize the importance of premium tires in ensuring optimal performance for Porsche vehicles.

As part of the campaign, clients who purchased three Pirelli tires received the fourth one as a gift from Porsche. This exclusive offer launched on May 15th and continued until supplies were gracefully depleted.

The campaign significantly boosted after-sales and service bookings from our clients. To amplify its reach, we partnered with Tamer Bashir, one of the leading automotive influencers, who showcased the campaign at Porsche Centre Katameya. The highlight of the shoot featured one of the most unique cars in our fleet, the Taycan 4S, fitted with Pirelli EV tires.

**MEDIA  
ENQUIRIES**



**Chris Jordan**

Head of Public Relations Porsche Middle East & Africa  
+971 4 356 9911  
cjordan@porsche-me.ae



**Mahvesh Sayed**

PR Specialist Porsche Middle East & Africa  
+971 4 356 9911  
mahvesh.sayed@porsche-me.ae

**Link Collection**

Link to this article

[https://newsroom.porsche.com/en\\_AE/2024/company/porsche-egypt-collaborates-with-pirelli.html](https://newsroom.porsche.com/en_AE/2024/company/porsche-egypt-collaborates-with-pirelli.html)

Media Package

<https://pmdb.porsche.de/newsroomzips/1c52fe93-353a-476b-be8d-c016a819c2ad.zip>