

Newly upgraded Porsche Centre Jordan showroom opens in Amman

29/11/2025 Porsche Centre Jordan officially marked the grand opening of its newly upgraded showroom, a state-of-the-art facility designed to deliver a fully immersive Porsche brand experience, reinforcing the brand's long-term commitment to the Jordanian market.

Jordan |Porsche Centre Jordan, operated by Nuqul Automotive – the official Porsche importer and dealer in Jordan – announced the opening of an upgraded showroom on 29 November 2025, introducing a newly elevated Porsche brand experience aligned with global standards.

Designed in line with the brand's global 'Destination Porsche' showroom concept, the new facility represents a new benchmark for luxury automotive retail in Amman, offering customers a refined, personalised and emotionally engaging Porsche experience. The location reflects Porsche's core values of performance, innovation and timeless design, while aligning with the brand's evolving global retail standards.

"The opening of the *Destination Porsche* showroom in Jordan is more than the inauguration of a new

building; it represents a new chapter in our journey with our customers and the Porsche community in Jordan," said Imad Hanania, General Manager of Porsche Centre Jordan.

"The showroom has been carefully designed to deliver an elevated experience that goes beyond the car itself, making every visit part of the Porsche experience, not just the purchase.

"The retail landscape has evolved, and today customer experience is as important as the product.

"Our goal was to create a destination customers enjoy returning to, a place where comfort, emotion and attention to detail come together to make every visit memorable."

The new *Destination Porsche* showroom in Jordan offers a highly immersive and digitalised environment, allowing customers to explore Porsche vehicles through advanced visualisation, bespoke personalisation options and tailored consultations. The experience is complemented by a fully upgraded after-sales offering, ensuring seamless support throughout the entire ownership journey.

Highlighting Porsche's continued investment in Jordan, Imad Hanania emphasised the importance of building a highly trained local team of Jordanian professionals, dedicated to delivering exceptional service and responding to customers' needs with expertise and care.

"Our commitment is to ensure that every customer feels welcomed, valued and truly at home whenever they visit the *Destination Porsche* showroom in Jordan," said Hanania.

The opening also reinforces Porsche's confidence in Jordan's luxury automotive market and its long-term vision for growth in the region, strengthening relationships with customers, Porsche clubs, corporate partners and stakeholders.

The occasion also served as an opportunity to recognise the contribution of partners, employees and customers for their trust, dedication and continued support, marking the beginning of a stronger and closer relationship between Porsche and its community in Jordan.

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