

Pop star with a soft spot for sports cars: Dua Lipa and Porsche join forces

This article reflects the status at the time of its publication. The content may since have become outdated.

30/11/2023 Dua Lipa has always been a fan of sports cars – and the Porsche brand in particular. Which is why the singer-songwriter and the sports car manufacturer are joining forces.

After attending the legendary 24 Hours of Le Mans in the summer, the now 28-year-old has immersed herself in the world of racing and Porsche's unique history. At the Porsche Experience Center in Los Angeles, she had the opportunity to experience the thrill of driving a Porsche for herself, when she got behind the wheel of an all-electric Taycan and both a current and historic 911.

The musician, who has a huge global fanbase, says about the partnership with the Stuttgart-based

sports car manufacturer: “Getting to know the Porsche team and digging into the brand's legacy has only further solidified my love for them. Between Le Mans this summer and recently getting to experience the power of an all-electric Porsche first-hand in LA, I'm so excited to see how many other once in a lifetime moments are born from our partnership.“

What exactly this will involve has yet to be revealed, but details on the planned collaborations will be shared soon.

MEDIA ENQUIRIES



Linda Riechers

Spokesperson Sales and Marketing
+49 (0) 1523 / 911 8402
linda.riechers1@porsche.de

Link Collection

Link to this article
https://newsroom.porsche.com/en/2023/company/porsche-dua-lipa-join-forces-34600.html

Media Package
https://pmdb.porsche.de/newsroomzips/21232ee3-73c7-4c66-ba91-824f1c3cfb7f.zip