

Porsche Centre Réunion hosts E-Performance tour across the island

17/10/2025 Porsche Centre Réunion hosted the first-ever Porsche E-Performance Tour, a unique roadshow designed to bring the Porsche experience closer to enthusiasts across the island.

La Réunion | Through four exclusive stages – from the PALM Hotel & Spa in Petite-Île to La Cabane aux Épices in Saint-Benoît – this immersive event invited participants to discover and experience Porsche's vision of electric performance.

Electrified performance

With the Macan Electric, Taycan, and Cayenne E-Hybrid, Porsche reaffirms that electrification does not compromise the brand's DNA. Sportiness, precision, and pure driving emotion remain at the core of every model.

The Porsche E-Performance Tour embodies this philosophy by combining technological innovation with

the unmistakable sensations of Porsche driving — true to the brand's promise, "Driven by Dreams."

An immersive and local experience

The concept behind the tour was simple yet ambitious: to bring the Porsche experience to life across Reunion Island, in places that reflect both the island's authenticity and Porsche's refined spirit.

Over the course of four consecutive weeks, the Porsche E-Performance Tour travelled across the island — from the south to the north, the west to the east — allowing enthusiasts from every region to experience Porsche E-Performance first-hand.

The journey featured four exclusive stages in emblematic venues:

- September 25 – PALM Hotel & Spa, Petite-Île
- October 2 – La Villa Fleurié, Bellepierre (Saint-Denis)
- October 9 – Corail Hélicoptères, Saint-Gilles
- October 16 – La Cabane aux Épices, Saint-Benoît

Each stop offered an intimate experience where participants could test-drive the electrified range under the guidance of professional driving instructors, including Maxime Dupuy, Porsche's official rally driver in La Réunion. With his expertise, guests were able to explore the full capabilities of each model and experience the seamless fusion of performance, innovation, and emotion that defines Porsche.

Connection, passion, and community

More than a series of test drives, the Porsche E-Performance Tour was a celebration of connection and passion, uniting clients, enthusiasts, and newcomers around a shared vision of high-performance and sustainable mobility.

By partnering with emblematic local venues and fostering authentic encounters, Porsche Centre Réunion strengthens its presence on the island while reflecting the brand's timeless values of innovation, passion, and excellence.

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