

Porsche Morocco embraces both past and future as they mark the 50th anniversary of the Turbo which now powers all Porsche combustion engines whilst also launching the new, updated electric Taycan range.

Porsche Morocco launches the Taycan and celebrates 50 Years of the iconic Turbo

09/02/2024 Morocco | Porsche Morocco embraces both past and future as they mark the 50th anniversary of the Turbo which now powers all Porsche combustion engines whilst also launching the new, updated electric Taycan range.

Morocco |A double celebration was held at Porsche Centres in Casablanca, Tangier and Marrakech, drawing guests, VIPs and media. The event commemorated not only the 50th anniversary of the Porsche Turbo, but also the launch of the new, updated Taycan range including the sporting-yet-practical Sport Turismo and the versatile Cross Turismo alongside the cutting-edge Taycan sports sedan.

The New Taycan

“Porsche Morocco led the way by launching the first luxury BEV to the country in 2021 with the Taycan, which has been well received. Hence, we were eager to be among the first of the export markets to get the new, upgraded 2024 Taycan,” said Sebastien Poncet, Brand Manager Porsche Morocco.

Each of the Taycan variants offers the choice of four powertrains available with either rear or all-wheel drive. The Taycan reaches 100 km/h from zero, 0.6 seconds quicker, in just 4.8 seconds, while the Taycan Turbo S shaves 0.4 seconds from its time to hit the mark in just 2.4 seconds. Depending on the body variant and engine, the WLTP range has also increased by 175 km, up to 678 km, marking a 35 per cent increase.

“Since its 2021 launch, we have worked with our customers to find the best charging solutions with Porsche Destination Charging,” said Meriem Elrhazi, MarCom, Product & Business Development Manager, Porsche Morocco.

“We now have these in six cities at 25 locations and are expanding our internal network with a new dealership in Tangier and Marrakech plus two more coming very soon, all equipped and trained to serve our BEV customers,” She added.

Complementing the new Taycan range at the VIP and media launches was a selection of significant Turbo models on display for the 50th Anniversary including the Cayenne, the Panamera and the classic 911.

50 years of the Turbo

Porsche revolutionised motor racing and high-performance road cars in 1974 with the launch of the 911 Carrera RSR 2.1 Turbo race car at Le Mans and soon followed up by showing the first production prototype road car at that year's Paris Motor Show.

The impact of that first Turbo still resonates today with every Porsche combustion engine in 2024 being turbocharged while the name is now synonymous with Porsche's most powerful models across the BEV range including the Taycan Turbo.

Aside from some of the most iconic 911s such as the 911 3.0 of 1975, the 930 Flachbau (slant nose) of 1982, the 959 from 1986, the 911 GT2 in 1993 and the 911 GT1 of 1996, Turbo technology was also used on the front-engined Porsche 924 and 944 models in 1978 and 1986 as well as on Porsche's first SUV, the ground-breaking Cayenne in 2003 and Porsche inaugural four-door luxury saloon, the Panamera in 2009.

“Even if the more hallowed Turbos such as the 911 variants were sold in relatively few numbers across Morocco, we still have many Porsche customers who have benefitted from the technology in our other models like the Cayenne,” said Sebastien Poncet.

‘Here in Morocco, we have a large community of enthusiasts who cherish rare models and are

passionate about the brand. We are particularly proud of our collection of iconic Turbo Porsche cars, which are scattered throughout the country.'

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_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions 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).

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