


# Icons of Porsche grows to week-long festival for global Porsche community

**23/01/2025** Icons of Porsche may be a two-day affair hosted in the Dubai Design District, but for like-minded fans from around the world, attending the festival is now a week-long celebration with road drives, track events, rounds of golf, and other entertainment all part of a series of Porsche community side events.

“We are very proud that Icons of Porsche is a home-grown event developed here in Dubai by Porsche Middle East and Africa regional office, in conjunction with our official Porsche importers in Abu Dhabi and Dubai,” said Dr. Manfred Bräunl, Chief Executive Office of Porsche Middle East and Africa FZE.

"To see it grow almost a life of its own within the global Porsche community is amazing but not totally surprising. With more focus on celebrating communities around the world, the Porsche family continues to grow. We have a greater focus on sharing passion and experience, and creating unique opportunities through connecting with regional and international communities. This is exactly what Icons of Porsche

is all about."

The first of the community events kicked-off on Wednesday 20 November 2024 prior to the weekend event. Community events ran all the way to Monday 25 November 2024 after the festival, with media events held all the way until Wednesday 27 November 2024.

Porsche communities across the region such as the Porsche Club Kuwait and 9ERS from the UAE are seasoned professionals at making a week-long celebration out of Icons of Porsche. But following the success of previous editions, word has spread throughout the Porsche world that the UAE is the place to be in November. As such, the 2024 edition saw representation from communities such as Porsche Club Belgium, Porsche Club North Macedonia and HEIZR from Germany who planned their own treks across the oceans to visit Dubai.

## Dubai Autodrome track night

A six-day itinerary began on Wednesday, with a track night held under lights at the Dubai Autodrome. Over 150 owners drove their Porsche sportscars at the international-grade 5.39 km circuit from sunset all the way to midnight.

Many more Porsche enthusiasts took a more relaxed approach, enjoying the provided hospitality and entertainment off-track with music and plenty of food and beverage options. The night served as the first opportunity for international and regional communities to connect for the big week ahead.

## DRVN by Porsche community gathering

Thursday saw an evening gathering at the popular car enthusiast spot, DRVN by Porsche on Bluewaters Island.

“This is exactly the kind of interaction we love with our wider Porsche community and is the reason why Porsche is so much more than a car, but a lifestyle,” said Bräunl.

“As we like to say with Porsche, ‘it’s not what you buy, but what you buy into’. When you join the Porsche family, you become part of a growing community. We see this so often from the likes of the enthusiastic Porsche Club Kuwait for example, who will literally travel to anywhere in the world to support their favourite brand. It is the reason why we make such an effort to bring projects like Icons of Porsche to life.”

The event was also attended by Alexander Fabig, Vice President for Individualisation and Classic, Porsche AG, with fans proudly showing the German their dream sportscars.

## Jebel Jais community drive

Friday is the eve of Icons of Porsche, and for the second year running a chance for enthusiasts to gather for an event almost a spectacular as the festival itself.

At the early yet fitting start time of 7:18am, over 200 of the rarest and most sought-after road-registered Porsche sportscars from the region gathered to form a spectacular convoy, driving to the highest peak in the UAE, Jebel Jais.

Once at the peak, drivers and passengers enjoyed coffee and breakfast while soaking up a spectacular morning view of the Hajar Mountains, before embarging on the return journey back to Dubai.

The social media content from the drive went viral, with photos and videos of the Porsche gathering the perfect prelude to the festival kick-off the following day.

## Early festival access

For the first time in 2024, early festival access was afforded to many in the Porsche community. Not only does this allow for exhibitor cars to be bumped in for display well ahead of gates opening to the public at 4:00pm, it also creates yet another opportunity for friends from around the region to reunite and reconnect.

VIP Q&A sessions with Porsche ambassadors such as Mark Webber, Jorg Bergmeister and FIA Formula E World Champion Pascal Wehrlein were also held for Porsche community members.

Expert talks, networking sessions and sneak peeks of the major product unveilings were also held, reinforcing that in the automotive world, the Porsche community is unrivalled.

## Porsche Golf Circle

A repeat visitor to Icons of Porsche 2024 was the Porsche Golf Circle, a community of golf-loving Porsche owners that enjoy a series of exceptional experiences linked to Porsche and golf.

The final Porsche Golf Circle event for 2024 saw 65 participants from 12 different countries across four continents. Rounds of golf were held at the Emirates Golf Club's Faldo course, as well as a round at the Dubai Creek Golf & Yacht Club. Both world-class venues host rounds of the DP World Tour.

In between rounds of golf, the group enjoyed the atmosphere of the Icons of Porsche festival, meet and greet events with Porsche ambassadors, and a celebration dinner at the One & Only Royal Mirage.

## International media presence and business conferences

Icons of Porsche has also grown into one of the largest media events in the region for automotive press.

Media on-site included journalists from countries including Germany, France, Austria and Turkey, as well as the Middle East, Africa and India region. Over 200 journalists were accredited for the event.

Additionally, Oliver Blume, Chairman of the Executive Board at Porsche AG, held a media roundtable with regional business journalists while at the festival.

The week also plays host to many business meetings and conferences for Porsche and, in particular, its importers in the Middle East, Africa and India region. The 2024 event hotel, Marriott on The Palm, is a hive of activity for the full week with various conferences and meetings filling the first floor function area across the week.

## MEDIA ENQUIRIES



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