

Porsche Morocco showcases the all-electric Cayenne

15/06/2026 The all-electric Cayenne was introduced to customers and prospects through a nationwide preview programme featuring exclusive driving experiences across Morocco.

Morocco |Porsche Morocco hosted a programme of preview activations centred around the all-electric Cayenne. The initiative was designed to introduce the new model to customers and audiences across multiple touchpoints, while building anticipation ahead of the arrival of the first customer cars in the market.

The programme began in Tangier with a collaboration featuring automotive photographer and content creator Ilyas Bennour (@ilyaliss) to document the all-electric Cayenne's journey to Porsche Centre Casablanca.

As part of the activation, the vehicle was also displayed at Fairmont Tazi Palace Tangier, extending the collaboration between Porsche Morocco and Fairmont into the launch phase of the new model.

The Cayenne Electric was then showcased during a dedicated track training day at UTAC Oued Zem on 16 May. The event was held for 14 newly delivered 911 and 718 owners. Presented in a dynamic driving environment, the vehicle was available for customer test drives. The event also included a content collaboration with Moroccan racing driver and Omar Benhayoun (@omarbenhayoun), who experienced the Cayenne Electric both on the high-speed circuit and on the off-road course.

“The preview activities gave us the opportunity to introduce the all-electric Cayenne to customers and audiences across Morocco in a way that reflects both the product and the market,” said David Picandet, Brand Director of Porsche Morocco.

“From scenic content creation in Tangier to customer test drives and dealership presentations across the country, the programme allowed us to showcase the versatility of the Cayenne Electric while building anticipation ahead of the arrival of customer cars.”

The programme continued with a nationwide dealership tour across Casablanca, Marrakech, Tangier and Agadir. As part of this roadshow, the vehicle was displayed at Royal Golf Tangier during the Fairmont Morocco Golf Cup from 12 to 14 June. Additional content was captured throughout the tour in a range of distinctive settings, including alongside Marrakech’s iconic hot-air balloons, at Royal Golf Tangier and at the Agadir showroom.

The all-electric Cayenne represents the next chapter in one of Porsche’s most successful model lines, combining the versatility, comfort and everyday usability that define the Cayenne with the performance and innovation of Porsche electromobility. As part of the brand’s expanding electric portfolio, the model has been developed to deliver the driving dynamics expected of a Porsche while offering a new expression of the Cayenne’s character in an all-electric format.

The all-electric Cayenne has been engineered to deliver the unmistakable driving dynamics expected of a Porsche while combining long-distance capability with everyday usability. Built on an 800-volt architecture, the model features a newly developed 113 kWh high-voltage battery, enabling a WLTP range of up to 642 kilometres and DC charging at up to 390 kW under suitable conditions. Standard adaptive air suspension with Porsche Active Suspension Management (PASM), together with available Porsche Active Ride and rear-axle steering, further enhance comfort, stability and driving precision.

The Cayenne Electric Turbo sets a new benchmark for electric performance as the most powerful production Porsche ever built. Delivering up to 1,156 hp, it accelerates from 0 to 100 km/h in just 2.5 seconds, reaches a top speed of 260 km/h.

The all-electric Cayenne range, including the Cayenne Electric Turbo, is now available to order in Morocco.

MEDIA ENQUIRIES



Chris Jordan

Head of Public Relations Porsche Middle East & Africa
+971 4 356 9911
PR@porsche-me.ae



Mahvesh Sayed

PR Specialist Porsche Middle East & Africa
+971 4 356 9911
PR@porsche-me.ae

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