

Accelerating into the future: Porsche Saudi Arabia hosts Formula E-Prix

01/02/2024 As the Formula E season entered its second event of the season in Diriyah, Porsche left a remarkable impression with a comprehensive series of events that showcased the brand's commitment to innovation and the electrifying thrill of motorsport.

Saudi Arabia | Porsche enthusiasts were invited to witness the action-packed weekend, starting with an exclusive 'Meet and Greet' event hosted at the Porsche showroom on the 25th of January in Riyadh. The event hosted various VIP individuals and the Porsche Formula E drivers Pascal Wehrlein and António Félix da Costa.

The main series attraction of the event unfolded on the 25th, with the Porsche showroom transforming into a hub of excitement. Attendees had the unique opportunity to discover Porsche Taycan models and witness groundbreaking technologies and the future of Porsche E-Performance.

Following up with the Diriayh E-Prix two-day event on the 26 and 27 January, Porsche unleashed a grand presence at the Fan Village with engaging activities, and immersive displays at the Emotion Club during the Formula E event. This gave attendees of all ages the chance to get up close and personal with the Porsche Taycan electric lineup. An exclusive car display was showcased, providing a visual spectacle for attendees to admire.

As Porsche continues to lead the charge in electric mobility, the Formula E event in Riyadh did indeed serve as a testament to the brand's commitment to shaping the future of electric motorsports, granting an unforgettable weekend displaying the spirit of Porsche to pioneer in the automotive industry.

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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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