



Porsche Centre Egypt puts the spotlight on the North Coast this summer

15/09/2025 Egypt's leading summer destinations, Almaza Bay and Marassi Marina, were the places to be this season. Porsche Centre Egypt hosted family-oriented activities and gave guests the opportunity to experience the latest Porsche models. Drives took place along some of the country's most scenic roads on the Mediterranean coast.

Egypt | Finding new adventures for the kids during the summer holidays while also entertaining parents can be a challenge. Porsche Centre Egypt provided the perfect solution by offering family-friendly activities for the little ones, while offering Mum and Dad the opportunity to experience the latest Porsche models on some of the country's most scenic roads.

Egypt's North Coast is home to some of the most scenic and rewarding roads, stretching along the Mediterranean. Almaza Bay offers pristine white sands, crystal-clear waters, and a unique blend of warm sun and cool breezes. Marassi Marina complements this with a world-class golf course, dedicated

family zones, and a wide array of water activities. Together, they provide the perfect setting for family getaways.

Porsche Centre Egypt offered families unforgettable summer experiences and interactive activities that highlighted the Porsche lifestyle. Exclusive highlights included a stopwatch machine game, a giant Porsche puzzle, kids' colouring stations, popcorn stands, and a Porsche mirror selfie corner. These attractions kept children entertained at both the Porsche Marassi Marina and Porsche Almaza Bay pop-ups.

This allowed the adults plenty of time to experience a range of Porsche models first-hand through exclusive test drives along the Mediterranean coast.

The children's activities were carefully curated to combine equal doses of fun, education and engagement, reflecting Porsche's values of innovation, performance, and precision.

Porsche's model range continues to expand beyond its iconic sports cars such as the 911, Cayman and Boxster. Family-oriented models now include the all-new second-generation Macan BEV, the Cayenne SUV, the Taycan EV and the Panamera saloon. This gives Porsche Centre Egypt a unique opportunity to showcase both the performance and lifestyle aspects of the brand. By creating experiences that go beyond driving, the Centre fosters family connections and inspires future generations.

These activations underline Porsche's dedication to offering more than cars but a premium lifestyle experience which engages the whole family.

**MEDIA
ENQUIRIES**



Chris Jordan

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



Mahvesh Sayed

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

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