



Porsche World Road Show returns to the UAE making a pit stop in Abu Dhabi

27/10/2025 Abu Dhabi | Porsche Centre Abu Dhabi and Al Ain brought the Porsche World Road Show (PWRS) to life with two remarkable experiences that captured every facet of the Porsche spirit: precision, passion, and performance. Designed for an exclusive group of guests, each event offered a distinct encounter with the brand, celebrating the exhilaration of driving and the lifestyle that surrounds it.

Abu Dhabi | The first experience delivered pure adrenaline on one of the region's most renowned racetracks. Participants took the wheel under the guidance of Porsche-certified instructors, discovering the balance, control, and power that define the marque's engineering excellence. From slalom exercises to performance laps, every moment was an immersion into Porsche's DNA, where technology meets emotion and precision becomes art.

The second experience invited guests to embrace Porsche's grand touring heritage on a scenic drive

that revealed the brand's more refined and emotive side. Setting off, a convoy of Porsche models made its way along breathtaking coastal roads toward an exclusive seaside retreat. There, guests gathered for a private sunset dinner overlooking the Arabian Gulf, a setting that reflected the elegance, community, and timeless appeal of the Porsche lifestyle.

"The Porsche World Road Show is a true celebration of what makes our brand extraordinary," said Wissam Khalil, General Manager of Porsche Centre Abu Dhabi and Al Ain. "By curating both a performance-focused track experience and a lifestyle drive that celebrates the beauty of the open road, we wanted to capture the full emotional range of Porsche ownership; from the thrill of speed to the joy of connection."

Through these two experiences, Porsche Centre Abu Dhabi and Al Ain reaffirmed the brand's enduring philosophy: that Porsche is more than a car, it's a way of life, defined by craftsmanship, innovation, and the pursuit of pure driving emotion.

In the media

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