

Megaphonics '25: record crowds turn out for community Porsche gathering

05/08/2025 More than 5,500 Porsche enthusiasts travelled to Oxfordshire in the UK at the weekend for an event that is hailed as one of the largest Porsche event in Europe: Megaphonics '25.

Megaphonics '25, an annual event organised by British company Boxengasse, showcased no fewer than 61 brands and drew crowds of 5,500 at the weekend, but it exhibited the Porsche community as much as it did the sports car manufacturer's vehicles.

Held on Boxengasse's 40-hectare site in Bicester, there was an abundance of enthusiasm for everything on display as storied racing models shared the fields with daily-driven road cars, some travelling from as far afield as France, Belgium, Switzerland and Italy. Guests themselves flew in from Canada, Dubai, Australia and the US. Featuring a laidback, festival atmosphere, Megaphonics allows anyone with an interest in Porsche to enjoy and celebrate the brand among like-minded enthusiasts.

A celebration of all aspects of Porsche culture, the one-day event was divided into three distinct areas. Private owners displayed their cars in either the air-cooled or water-cooled sections while 55 exceptionally rare models, some seldom seen by the public, were carefully curated at the centre of the lakeside venue. As the event seeks to unite owners and fans with industry professionals the three sections were separated by dozens of brands, sponsors, dealer paddocks and several Porsche restoration specialists, with numerous displays, exhibitions and workshops to explore.

The Boxengasse venue, purpose built for exhibiting anything relating to the Porsche brand, is crucial to the Megaphonics atmosphere. It is a site designed with the Porsche ethos of beauty and performance through functional design in mind. As Boxengasse CEO Frank Cassidy explained: “Fundamentally there are attributes that Porsche [models] have that you will find in many other things. Yes we are a Porsche show but we are really an appreciation of craftsmanship, design and engineering.” From the size of the rivets used in the building doors to the music played throughout the venue to the food served to visitors, everything at Megaphonics is curated to complement the Porsche models on display.

The eclectic mix of privately displayed cars showcased the entire spectrum of Porsche enthusiasm as rally-raid Cayenne models sat next to Carrera GT cars while 356 Speedsters parked by the water’s edge next to several examples of the 959. What was clear, as attendees admired cars regardless of rarity or value, was the strength of the Porsche community: a community created by the cars and enabled by Megaphonics. “The Porsche marque is very accessible,” Cassidy explains. “We’ve created an inclusive event and attract owners of all different Porsche models.”

The diversity continued at the central exhibit as the latest road models from Porsche Retail Group were placed alongside several of the marque’s earliest endurance prototypes such as the 904-079, 906 and the first 908 to be built. Inside the two central buildings, several of the most famous Porsche cars to ever race were displayed, including the Gulf-liveried 917 that featured in Steve McQueen’s Le Mans film and nine group C endurance racers. “These rare and historically significant cars need to be kept in the public sphere,” says Cassidy, “in order to keep them relevant and remind people of Porsche’s history.”

The vast range of cars on display sought to present a timeline of Porsche development. The exhibition allowed attendees to appreciate the cars beyond the qualities of speed and noise or rarity and value and instead understand each car’s place in automotive history. Accompanied by artwork and music, the central display gave insight into Porsche’s history as a manufacturer and the evolution of its models from road and track. From the 906, Porsche’s first true endurance prototype, to ‘The Last Waltz’ 993 – the last air-cooled 911 to leave the factory – enthusiasts experienced the range of Porsche history while enjoying a convivial atmosphere of food, music and a picturesque setting.

As future events at Boxengasse are planned – with the intention of drawing even bigger crowds – Cassidy said the team would be striving to celebrate the passion of current Porsche enthusiasts while introducing a new audience to the Porsche brand and its history. As that history nears 80 years, there is plenty more to share.

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