

Porsche at boot Düsseldorf 2026: important premieres, close to the customer

26/01/2026 Porsche and its collaboration partner Frauscher are drawing positive conclusions about boot Düsseldorf 2026, where their stand concept was designed to be especially approachable. At the world's largest boat and watersports show, the sports car manufacturer sought direct dialogue with both existing customers and new prospects – engaging with an audience that combines automotive and maritime passion. Alongside the premiere of a new fully electric sports boat, two visionary and innovative cars took centre stage: the Macan Turbo Concept Lago and the Cayenne Electric.

For the first time, Porsche appeared jointly with Frauscher Boats at boot Düsseldorf – while also serving as the official 'mobility' partner of the world's largest boat show. A show stand that was deliberately designed to be open-plan invited visitors to experience both the sports cars and the new fully electric sports boat up close. "Our first appearance at boot Düsseldorf was a resounding success for us. We were really pleased with the number of existing customers and visitors that we were able to meet and speak to. The German premiere of the Cayenne Electric definitely contributed to this," says Robert Ader,

CEO Porsche Germany. “It was important to us that visitors to the stand were able to take a seat in our sports cars and in the Frauscher boat. The great response we had from those who visited confirmed that this concept really worked.”

The appearance in Düsseldorf was specifically aimed at a strategically relevant target group. Even before the partnership began in 2022, market analyses by Porsche and Frauscher had identified significant overlap between sports car fans and boating enthusiasts. This shared passion for performance, design and lifestyle was made tangible for those attending boot Düsseldorf.

With upwards of 200,000 visitors from more than 110 countries, about 1,500 exhibitors from 68 nations, and 16 exhibition halls, boot Düsseldorf is regarded as the world's most important platform for the international boating and watersports industry – providing the ideal setting for the joint appearance of Porsche and Frauscher.

German debut of the new Cayenne Electric

At the heart of Porsche's automotive presence was the German premiere of the new Porsche Cayenne Electric. The brand's second fully electric SUV combines high performance with outstanding everyday usability. The Turbo version delivers up to 850 kW (1,156 PS) and, with a towing capacity of up to 3.5 tonnes, is also ideally suited as a powerful towing vehicle for boat trailers. The new Cayenne can already be configured to customers' individual requirements and ordered.

The Macan Turbo Concept Lago and 790 Spectre

The Macan Turbo Concept Lago played a central role in the interplay between car and boat on the exhibition stand. Realised by Porsche Exclusive Manufaktur, this design study serves as a stylistic and conceptual bridge between road and water, making the close exchange between the two worlds immediately visible. At the same time, the concept car demonstrates the extent to which Porsche is able to respond to individual customer requests.

The Frauscher x Porsche 790 Spectre was developed from the ground up around the Macan's fully electric drive system. The high-voltage battery, electric motor and control electronics are carried over directly from the Macan Turbo and form the technical foundation of the nearly eight-metre-long sports boat, which delivers up to 400 kW of power and reaches a top speed of about 95 km/h. As a result, Porsche is firmly bringing its electric sports car performance to the maritime world.

At the same time, the Macan Turbo Concept Lago incorporates numerous maritime design cues. The exclusive Darkteal Metallic paint finish from the Paint to Sample programme, specially designed sideblades and selected interior details inspired by boatbuilding translate the theme of watersports into the automotive design language.

"The Macan Turbo Concept Lago and the 790 Spectre elevate the collaboration between Frauscher and Porsche to a new level," says Jörg Kerner, Vice President Product Line Macan. "Together with our Austrian colleagues, we are demonstrating how E-Performance, design and individualisation can merge across brands to form a shared experience."

This reciprocal design approach extends right down to the finest details; the yacht-style real wood trim, marine-grade textiles in the interior and a compass replacing the Sport Chrono stopwatch all reference the maritime world and underscore the holistic nature of the collaboration. While the Macan Turbo Concept Lago remains a design study for the time being, the Frauscher x Porsche 790 Spectre is now available to order.

MEDIA ENQUIRIES



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Consumption data

Cayenne Turbo Electric (WLTP)*: Electrical consumption combined: 22.5 – 20.4 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Macan Turbo (WLTP)*: Electrical consumption combined: 20.6 – 18.3 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*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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