

Porsche Morocco and Fairmont Tazi Palace host second Golf Cup in Tangier

14/06/2026 Porsche Morocco and Fairmont Tazi Palace Tangier hosted the second tournament of the 2026 Golf Cup series from 12 to 14 June, bringing together Porsche customers, prospects and golf enthusiasts for a premium sporting and lifestyle experience in northern Morocco.

Morocco |Following the successful opening event in Taghazout, Porsche Morocco continued its partnership with Fairmont Hotels & Resorts by co-organising the second Golf Cup of the season in Tangier. The event welcomed 55 players, including invited Porsche customers, as part of the brand's ongoing efforts to engage both existing and prospective customers through shared lifestyle passions.

The three-day programme combined competitive golf with hospitality and Porsche experiences. Guests were hosted at Fairmont Tazi Palace Tangier, where the event opened with a cocktail reception on the evening of 12 June, followed by a gala dinner on 13 June and a prize-giving ceremony on the afternoon of 14 June.

The competition itself took place across two days at Royal Golf de Tanger, with participants completing 18 holes on each day. The tournament provided an opportunity for players to compete in a unique setting while connecting with fellow golf and Porsche enthusiasts.

“The Golf Cup is an important platform for bringing together Porsche customers, prospects and enthusiasts through a shared passion for performance, lifestyle and community,” said David Picandet, Brand Director of Porsche Morocco.

“Our partnership with Fairmont allows us to create experiences that go beyond the vehicle itself, combining golf, hospitality and the Porsche brand in a way that strengthens our connection with customers while introducing new audiences to Porsche.”

Throughout the event, Porsche showcased a selection of vehicles at the golf course, including two Exclusive Manufaktur show cars: the Panamera 4 E-Hybrid and the Macan Electric. Guests also had the opportunity to preview a fleet vehicle brought from Germany ahead of the arrival of the all-electric Cayenne, offering an early glimpse of Porsche's next chapter in electromobility.

“The Golf Cup series continues to provide a valuable opportunity to engage with both existing and prospective customers in an authentic and experiential setting,” said Meriem Elrhazi, Marketing Manager of Porsche Morocco.

“Alongside the competition, guests were able to discover some of Porsche’s latest innovations, from the Macan Electric and Panamera 4 E-Hybrid to an early preview of the future Cayenne Electric. These experiences allow customers to engage with the brand in a meaningful way while showcasing the breadth of the Porsche product portfolio.”

A comprehensive test drive programme was also available, allowing participants to experience Porsche's full model range and explore the performance, comfort and innovation that define the brand.

“The Fairmont Golf Cup Tangier 2026 once again reinforced its position as one of Morocco’s standout golfing and lifestyle occasions. We are proud to have welcomed Porsche as the official partner of this year’s edition, a brand that shares with Fairmont a commitment to excellence, performance, elegance and innovation,” said Jaouad Sbihi, General Manager, Fairmont Tazi Palace Tangier.

“Bringing together passionate golfers, valued partners and distinguished guests in the exceptional setting of Fairmont Tazi Palace Tangier, this year’s event delivered a memorable experience where sport, gastronomy, luxury hospitality and refined lifestyle came together seamlessly.”

The Golf Cup series forms part of Porsche Morocco's broader strategy to engage with customers through premium lifestyle experiences that extend beyond the automotive world. By combining golf, hospitality and driving experiences, the initiative continues to strengthen relationships with existing owners while introducing new audiences to the Porsche brand.

In The Media

Find coverage from Golf du Maroc.

MEDIA ENQUIRIES



Chris Jordan

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



Mahvesh Sayed

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

Link Collection

Link to this article
https://newsroom.porsche.com/en_AE/2026/company/porsche-morocco-golf-cup-tangier-fairmont-tazi-palace-42806.html

Media Package
https://pmdb.porsche.de/newsroomzips/4b9b80a2-c827-4e06-bab7-3efa23e873bf.zip