

Porsche Centre Tunis introduced the future of mobility to its clients, media and VIP guests at an exclusive 'Electric Saturday Brunch' on November 30 as a means to foster engagement in Battery Electric Vehicles (BEVs) and provide a fun and entertaining format to discuss Porsche electrified future .

Porsche unites the emerging BEV community in Tunisia at its inaugural 'Electric Saturday Brunch'

30/11/2024 Tunisia | A unique event conceived by Porsche Centre Tunis offered test drives of the Porsche Taycan and Taycan Cross Turismo, discussions on electric mobility in Tunisia and a kids colouring corner.

Tunisia |With the recent launch of Porsche's second fully-electric model, the Macan SUV into the region which now sits alongside the Taycan to showcase Porsche's BEV future, Porsche Centre Tunis made a day of it with family fun activities mixed with educational sessions on electric mobility.

Porsche Tunis's 'Electric Saturday Brunch' successfully secured orders for the all-new Macan SUV and included a retail purchase of a Taycan Cross Turismo after guests enjoyed learning about Tunisia's

pledge towards electrification and Porsche Centre Tunis's commitment to providing sustainable solutions to luxury and performance motoring.

“Porsche is dedicated to advancing sustainable transportation and its leadership in the electric vehicle market in Tunisia and our 'Electric Saturday Brunch' proved a great success by connecting with the local BEV community and fostering deeper relationships with customers and potentially future clients,” said Zeineb Ben Hamadi the Brand Manager of Porsche Centre Tunis.

A further objective of the event included educating guests on the benefits of electric vehicles with a dialogue aimed at helping attendees understand the advantages of EVs such as sustainability, energy efficiency and reducing emissions.

Attendees had the chance to experience the Porsche Taycan and Taycan Cross Turismo through exclusive test drives, showcasing the performance and capabilities of Porsche's electric vehicles, while a dedicated kids colouring corner let children engage creatively to make the event enjoyable for families by adding a fun element for the next generation of Porsche owners.

“We plan to make this a regular gathering for the BEV community and each edition will introduce a new concept and offer different experiences to keep the engagement fresh and dynamic while continuing to connect like-minded individuals who are passionate about electric mobility and sustainable transportation,” said Zeineb Ben Hamadi.

Porsche continues to lead the way in offering high-performance, sustainable electric vehicles to the Tunisian market by committing to increase the adoption rate of EVs in Tunisia.

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