

Porsche Morocco's second edition of the Porsche Festival

26/10/2024 This year's get-together lived up to all expectations, with the biggest concentration of 911s ever seen in Morocco and a wide range of activities on the UTAC and FIA tracks.

Morocco | For the second year in a row, the Porsche Festival welcomed its community of avid supporters for a day of sport full of celebration and discovery, making this edition one of the most memorable automobile events of the year for Morocco.

The agenda included dynamic workshops, a line-up of sports cars from across the generations, test drives, the launch of new models, and a celebration of 50 years of the Turbo range. The festival drew in 480 visitors and 250 Porsches, setting a new record.

Those present had the opportunity to try out a range of activities, including road circuits, off-road tracks, obstacle courses, launch control, drifting on wet surfaces, and drag racing, all through the UTAC (Morocco Mobility and Automotive Centre). This centre, dedicated to test drives and driving training, offers a variety of tracks and workshops tailored to all types of driving.

There's more, though – the FIA racetrack, a world-class facility that meets all standards of the Fédération Internationale de l'Automobile, was also exclusively reserved for the day. Located just a few steps away from the UTAC and stretching out for 4.480 km, this track is known for its technical and versatile route which is perfect for test drives, competitions, and advanced driving training. This new feature certainly kept visitors happy! Certified instructors from Porsche and the UTAC were waiting on site to share their expertise and keep everybody safe.

"We were really delighted to create such a unique experience for our community. The festival has become an annual gathering that we intend to keep going and building on over the years, so we can all celebrate the Porsche spirit together," explained Sébastien Poncet, Brand Manager of Porsche Morocco.

Under the clear skies of Oued Zem stood a line-up of sports cars organised by theme. The Turbo Corner celebrated the anniversary of this iconic range, including emblematic generations such as the 930 and 964. The Sports Cars Corner brought together the sportiest models, including several GT3s and one GT3 RS. Finally, the Classics Corner was reserved for collector cars, including the legendary 356.

At the same time, this year's new models were displayed in all their glory: the new Panamera, featuring a full redesign both inside and out, with its Active Ride suspension available as a customisation; the updated Taycan, boasting an even more impressive performance with a power of up to 1024 PS; the highly anticipated all-electric Macan, a clear new development for the brand over the last 5 years, with a range of 641 km; and finally, the new 911, a timeless icon, with its enticing and entirely digital Porsche Driver Experience and an additional 10 PS compared to its predecessor, lifting its power to 394 PS.

Visitors had the opportunity to sign an electric Macan, thus leaving a lasting memento of their presence and taking a photo of their car on stage in a drive-thru style photocall. And for further memories, many visitors left with a souvenir from the pop-up gift shop.

"We would like to thank our partners at TotalEnergies, Pirelli, and Red Bull for their support and assistance in making this day a success," said Sébastien Poncet.

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