

Porsche Parade Europe 2026: milestone anniversary and community celebration

19/05/2026 Gothenburg became the place to be for the European Porsche community last weekend, with Porsche Parade Europe and celebrations for the 50th anniversary of Porsche Club Sverige turning Sweden's second-largest city into a vibrant hub of Porsche community activity over four days.

Porsche fans from across Europe gathered in Gothenburg at the weekend for Porsche Parade Europe and a weekend of celebrations marking half a century of the Porsche Club Sverige. The event opened with the first driving activity: a specially designed slalom course at Vårgårda Airfield.

From the second day onwards, the Porsche Club Arena became the focal point of the festivities. Over three days, the Swedish Exhibition & Congress Centre was transformed into an immersive Porsche experience space, showcasing 300 vehicles. The programme also featured a Concours d'Élégance, Porsche-inspired art exhibitions, and autograph sessions with brand ambassador Walter Röhrl as well as skiing legends Aksel Lund Svindal and Ingemar Stenmark.

“The variety of cars that Club members brought to this event, ranging from rare 356 Speedsters and air-cooled icons to modern cars, is testament to the passion and engagement of Porsche Clubs, which they celebrate with events like this”, says Röhrl. Porsche brand ambassador and ski racer Aksel Lund Svindal confirms: "Porsche is not just a product; it's a culture. It's about new and old cars, heritage and history. Clubs are important because they demonstrate that cars and Porsche are culture. Porsche Clubs are the heart and soul of the company."

Parade, rally and iconic routes

A main highlight of Saturday was Porsche Parade Europe, with hundreds of vehicles travelling through Gothenburg in convoy. With road closures in place and a police escort leading the way, thousands of spectators lined the streets to witness what is thought to have been the largest Porsche parade ever staged in the city.

Immediately following the parade, participants set off on an anniversary rally – a group drive along a spectacular route tracing the winding roads of Sweden’s west coast to Tjolöholm Castle. Carefully curated for both driving enjoyment and scenic appeal, the route combined exhilarating stretches behind the wheel with sweeping coastal landscapes and striking natural beauty, creating the ideal setting for an unforgettable drive among fellow Porsche enthusiasts.

50 Years of Porsche Club Sverige

The central theme of the weekend’s exciting programme was the 50th anniversary of Porsche Club Sverige. Since 1976, the club has embodied Porsche passion, community spirit and commitment. A gala evening marked the highlight of the celebrations and featured both a look back at the club’s history and a glimpse of what lies ahead, as well as the presentation of the Hans-Peter Porsche Award, which is given annually to an outstanding member of Porsche Club Sverige.

“We have been supporting the Club and its community for decades. Event like this are important, because heritage is what distinguishes us from other brands. This community is part of this heritage, but it is also its guardian. Together, we can transform heritage and community for the future”, says Anders Boquist, Managing Director Porsche Schweden.

Peter Graymon, Presidents of the Porsche Club Sverige, adds: “Porsche Club Sverige is proud to have hosted the long-standing Porsche Parade Europe during its grand anniversary year. It was a pleasure to welcome our international guests here in Gothenburg and to celebrate three days filled with Swedish Porsche spirit, friendship and enthusiasm, united by the love for Porsche.”

The programme was complemented by cultural events, exhibitions and guided tours in and around Gothenburg. For many, the event continued beyond the parade, with a multi-day tour through southern Sweden bringing the community experience to a close.

Community spirit, brought together by Porsche

Through its multifaceted approach and the wide range of events and activities taking place in the region, Porsche Parade Europe 2026 in Gothenburg grew into far more than a car event. It became a rich and immersive shared experience, created by club members for club members and shaped by countlessmeaningful and memorable moments – all underpinned by the strong sense of community that has long defined Porsche.

MEDIA ENQUIRIES



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Consumption data

718 Cayman GT4 RS (WLTP)*: Fuel consumption combined: 13.0 l/100 km; CO_2 emissions combined: 295 g/km; CO_2 class: G

*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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