

Porsche Centre Kuwait named 2025 Importer of the Year for Middle East region

25/04/2026 Porsche Centre Kuwait has been named the 2025 Porsche Importer of the Year for the Middle East region. Behbehani Motors Company awarded the region's top honour for the third time, following previous wins in 2021 and 2022.

Kuwait |The award recognises the retailer's exceptional performance across all areas of the business. Following previous wins in 2021 and 2022, the latest achievement marks the third time in five years that the Behbehani Motors Company team has finished in first place in the annual competition.

Judging criteria include customer satisfaction, service quality, sales innovation, team efficiency, and the ability to cultivate long-term loyalty to both retailer and brand.

This award follows a standout year for Porsche Centre Kuwait. Other 2025 accolades included the Pre-Owned Sales Excellence Award, Porsche Aftersales World Challenge for Bodyshops, and Customer

Prospect Management Essential Cockpit, as well as the Porsche Aftersales World Challenge.

“This recognition means a great deal to our entire team because it reflects the work happening every day across every department,” said Hany Marie, General Manager, Porsche Centre Kuwait.

“To receive this award again, alongside several global Porsche achievements this year, is something we are incredibly proud of. It motivates us to continue raising the standard for our customers and further strengthening the Porsche experience in Kuwait.”

In the media

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

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