



Porsche Centre Réunion takes the new Cayenne Electric off the beaten track

17/09/2026 Porsche Centre Réunion introduced the new Cayenne Electric at the racetrack, bringing together customers, prospects and Porsche Club La Réunion members for two days of driving and discovery.

Réunion | More than a conventional vehicle launch, the event reflected the close relationship Porsche Centre Réunion has built with its community, bringing Porsche owners, enthusiasts and future customers together around a shared passion for the brand.

Alongside professional Porsche driving instructors, participants were able to experience the New Cayenne Electric and compare with e-Hybrid version. Of the 107 drives booked, 77 were completed over the two days.

From asphalt to dust

When thinking of a Porsche, the racetrack often comes to mind. The new Cayenne Electric expands that idea.

At the Jamaïque Circuit, Porsche Centre Réunion chose to showcase this duality: the precision of the track alongside the freedom of off-road driving. Participants experienced the Cayenne Electric's dynamic performance, electric power and acceleration, before exploring its capabilities off-road.

It was an opportunity to discover a Porsche that can move from asphalt to dust without leaving its DNA behind.

A Porsche experience, shared locally

For Porsche Centre Réunion, this format reflects the way the Centre engages with its community. The relationship with customers goes beyond the showroom, with regular opportunities to bring owners and enthusiasts together around their shared passion for Porsche.

On an island like Réunion, this sense of proximity is particularly meaningful. Porsche is experienced not only through its cars, but also through the relationships built around them.

A Cayenne experience designed for Réunion

From the coast to the mountains, Réunion offers a remarkably diverse driving environment within a relatively small territory.

Bringing the Cayenne Electric to the Jamaïque Circuit was therefore about more than launching a new model. It was about allowing the local Porsche community to discover it behind the wheel. With 107 test drives booked, the response highlighted the interest surrounding the new model.

And in a market where Porsche sales on Réunion are now almost entirely electric, electromobility is no longer a vision of the future. It is already our reality.

A Media Drive with a taste of the unexpected

On September 17, Porsche Centre Réunion welcomed automotive and general-interest journalists from across the island for a dedicated Media Drive.

Following a presentation of the new Cayenne Electric, journalists took to the circuit to experience the

car first-hand. The programme combined dynamic track driving, off-road exercises and launch control demonstrations, offering three very different ways to experience the same Porsche.

"We wanted this launch to be experienced, not just presented," said Bertrand Chartier, Sales Manager.

"The Jamaïque Circuit allowed us to show our customers, prospects and journalists the different sides of the Cayenne Electric: its performance on the track, its capabilities off-road and, above all, the driving emotion that remains at the heart of every Porsche. This proximity and sense of community are an important part of what we want to build at Porsche Centre Réunion."

In The Media

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