

Porsche Centre Doha celebrates success of Klassic & Karak with Heritage and Innovation showcase

13/10/2025 Qatar | Porsche Centre Doha brings together the city's passionate Porsche community through Klassics & Karak. A three-week series pairing Karak tea gatherings with weekly podcasts celebrating the brand's rich heritage and innovation.

Doha. Porsche Centre Doha recently wrapped a three week festival that brought together two of the oldest traditions known to human-kind, stories and a great cup of Karak Tea.

Klassics & Karak was a three-week series of engaging podcasts celebrating Porsche's heritage and innovation, with each week spotlighting a distinct chapter in the brands history.

"Klassics & Karak was more than an event; it was a journey through Porsche's timeless legacy and bold future. By blending physical experiences with digital storytelling, we gave our community in Qatar a platform to celebrate the brand's innovation in a new way," said Ahed Dawood, Brand Manager at

Porsche Centre Doha.

Held every Saturday at the Porsche Doha showroom, the activation combined a special vehicle display with a dedicated digital series of podcasts and Instagram reels, highlighting some of the most iconic models from Porsche's history.

Story-telling, the original form of entertainment and education, was reimagined by Porsche Centre Doha for the digital age through weekly podcasts and engaging social media content..

The opening episode introduced Porsche's origins as a sports car manufacturer, from the very first 356 model to the legendary early air-cooled 911 range, culminating in the groundbreaking 959 supercar of the 1980s.

As the Karak flowed, the second week delved into the era of Supercars that followed, featuring the revolutionary, mid-engined V10-powered Carrera GT of the early 2000s, its hybrid successor, the 918 Spyder, and the forward-looking Mission X concept, which will continue this lineage into the next generation.

Finally, the third and final week of Klassics & Karak focused on Porsche's transaxle models, highlighting the Cayenne's rally heritage and the adventurous spirit of the 911 Dakar. This episode explored the off-roading side of Porsche that has long been appreciated in the Middle East, both in competitive motorsport and as a weekend leisure activity.

“The response from our enthusiasts was incredible. From the podcasts to the Saturday gatherings, guests truly engaged with Porsche's history and vision. It was a reminder that Porsche is not just about performance, it's about passion, community and connection,” said Asia Al Shishany, Marketing Manager at Porsche Centre Doha.

Owners and enthusiasts alike embraced the opportunity to experience Porsche in a distinctly Qatari way, over Karak tea, engaging in interactive conversations, exclusive vehicle viewings, and meaningful exchanges with Porsche experts in a relaxed, fully immersive weekend setting.

In The Media

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