

Porsche Centre Abu Dhabi unveils the new Cayenne Electric in an exclusive suhoor event

17/03/2026 An evening of innovation and Porsche performance in Abu Dhabi.

Abu Dhabi |Porsche Centre Abu Dhabi and Al Ain, part of Ali & Sons, hosted an exclusive preview of the new Porsche Cayenne Electric at ERTH Hotel. The occasion welcomed approximately 300 Porsche enthusiasts to experience the next evolution of the brand's luxury SUV.

Held during the Holy Month of Ramadan, the event blended innovation with tradition, as guests gathered for a refined Suhoor experience after the highly anticipated reveal. The occasion marked the regional debut of the Cayenne Electric, offering a first look at a model that carries Porsche's unmistakable DNA into a new era of electrified performance, progressive design and advanced technology.

Set within the elegant surroundings of ERTH Hotel, proceedings began with guest arrivals and a

welcome address by Wissam Khalil, General Manager of Porsche Centre Abu Dhabi and Al Ain. The highlight followed as the Cayenne Electric was driven into the venue, creating a striking reveal moment. Guests were then invited to explore the model up close, experiencing its design, technology and engineering that signal Porsche's next step in electrified mobility.

Alongside the preview, the venue featured a curated display of iconic Porsche models, including the first-generation Porsche Cayenne, the Porsche 918 Spyder and the Porsche 911 Dakar, offering a visual journey through the brand's heritage of performance and innovation. The 918 Spyder underscored the performance capabilities that inspire the Cayenne Electric, while the 911 Dakar reflected the model's versatility and spirit of off-road exploration.

The event then transitioned into an elegant Suhoor gathering, allowing guests to connect and celebrate in a setting that reflected Porsche's spirit of community and craftsmanship.

"The Cayenne has long been one of Porsche's most iconic models, redefining the performance SUV segment since its introduction," said Wissam Khalil, General Manager of Porsche Centre Abu Dhabi and Al Ain.

"With the Cayenne Electric, Porsche takes this legacy forward into a new chapter, combining the performance, design and driving experience our customers expect with the innovation of electrified mobility. Presenting this milestone in Abu Dhabi during Ramadan, alongside our customers and community, made the moment even more special."

With the unveiling of the Cayenne Electric, Porsche Centre Abu Dhabi, part of Ali & Sons, continues to bring the latest innovations from Porsche to the UAE, offering customers early access to the brand's evolving electric future while maintaining the performance, luxury and engineering excellence that define Porsche.

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