

Porsche Morocco celebrates indvidualisation with Exclusive Manufaktur Week

01/10/2026 An exclusive evening at the newly refurbished Porsche Centre Casablanca brought together customers, media and Porsche enthusiasts to discover the possibilities of Porsche Exclusive Manufaktur and Sonderwunsch.

Morocco |Porsche Morocco hosted its second Exclusive Manufaktur-themed afterwork event at the newly refurbished Porsche Centre Casablanca, marking the beginning of Exclusive Manufaktur Week. The event brought together VIP customers, members of the press and content creators for an evening dedicated to individualisation, craftsmanship and the Porsche community.

Throughout Exclusive Manufaktur Week, Porsche Centre Casablanca featured a selection of vehicles highlighting the extensive indivdualisation options available to customers.

Among the vehicles showcased was a 911 GT3 Touring finished in Paint to Sample Carbon Black

Metallic, alongside a 911 Carrera 4 GTS in GT Silver Metallic with a Truffle Brown leather interior and leather-trimmed air vents. A 911 Carrera GTS in Oak Green with an Exclusive Manufaktur interior in Magnesium Grey further demonstrated the possibilities available to customers.

The selection also included a Macan finished in Paint to Sample Fjord Green, featuring a Truffle Brown leather interior, carbon inlays and the Off-Road package, as well as a Cayenne S Coupé E-Hybrid Black Edition in Algarve Blue with the Carbon SportDesign exterior package.

Alongside the Exclusive Manufaktur models, guests were introduced to the new Cayenne Electric Coupé, providing an opportunity to discover the latest addition to Porsche's expanding electric portfolio.

The evening included a presentation by David Picandet, Brand Director of Porsche Morocco, introducing guests to the Porsche Exclusive Manufaktur and Sonderwunsch programmes. Badr'Eddine Bensaid, Product Manager at Porsche Morocco, also guided guests through the selection of vehicles on display, highlighting their individualisation features.

Porsche Exclusive Manufaktur and Sonderwunsch offer customers an extensive range of colours, materials and finishes, allowing them to configure their vehicles according to their individual preferences.

"At Porsche, exclusivity is not simply about rarity. It is about giving every customer the opportunity to express their individuality," said David Picandet, Brand Director of Porsche Morocco.

"Through this Exclusive Manufaktur evening, we wanted to bring our community closer to the craftsmanship and possibilities of individualisation, allowing customers to discover how they can create a Porsche that truly reflects their personality."

The event also featured a selection of food and refreshments inspired by Porsche's Paint to Sample programme, including ice cream reflecting the iconic Bahama Yellow and Macadamia Metallic colours. Guests were invited to participate in an interactive colour wheel challenge, where they could test their knowledge of Porsche's distinctive Paint to Sample colours for the opportunity to win prizes.

Beyond the vehicle displays, the afterwork brought together existing customers and new audiences, providing an opportunity to engage with the brand outside the traditional showroom experience.

Porsche Morocco will continue to host dedicated events for its community, including the upcoming fourth edition of the Porsche Festival at Oued Zem.

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