



Porsche Morocco hosts an exclusive drive at the UTAC automotive testing facility

26/05/2025 Porsche Morocco took advantage of Africa's first purpose-built, automotive test centre in Oued Zem, Morocco to organise a unique Porsche driving experience on Saturday May 24.

Morocco | Porsche Morocco organised a day for 15 of its most valued sports coupe customers to put their respective Porsche 911 and 718 models through their paces at Africa's first, purpose-built automotive testing centre, based in Morocco.

The state-of-the-art facility in Oued Zem is located at an altitude of 850 meters in the Atlas foothills across 500 hectares of land. It comprises an extensive, built test area where guests could push their cars to the limit and learn about the dynamic handling characteristics of their 911 and 718 models in a safe and controlled environment under the guidance of experienced Porsche instructors. This impressive venue also hosts Morocco's annual Porsche Festival.

The certified initiation driver training program allowed them to master key driving techniques such as cornering, progressive braking and throttle control on the four kilometre track that is also used for high-speed driving and brake testing.

"This event was about more than just driving, it was about creating a deeper connection between our customers and the essence of Porsche," said Sébastien Poncet, the Brand Manager of Porsche Morocco.

The day began with a gathering on the outskirts of Casablanca before the group headed off in convoy to Oued Zem approximately 150 kilometres to the south east on the heels of Sébastien, driving a new Taycan.

"Choosing the Taycan to lead a convoy of 911 and 718 Porsches was intentional because apart from letting our guests experience the thrills that are achievable in their own cars under the right conditions, we also wanted to demonstrate the all-electric Taycan's abilities."

"We wanted to show not only its long distance and touring capabilities but also how Taycan shares the same Porsche sports car DNA on the track and is also a true sports car. I think it impressed quite a few of our guests in both of those areas," he added.

Upon arrival, guests had the chance to take a close look at the all-new Macan BEV and Porsche 911 Carrera T which were on display as part of the exhibition in between driving sessions during the course of the event.

"The day was a great success and it was a nice gesture to thank the valued clients of Porsche Centre Morocco for the loyalty they continue to show in Porsche and the faith they maintain in our service. We look forward to organising more events like this in the future," said Poncet.

German automotive engineering provider FEV and French car testing and homologation specialists, UTAC opened the first test and development centre on the African continent in Oued Zem in May 2023.

The facility is also used for acoustic testing, inclines, urban environment and simulated poor road conditions in accordance with European and Japanese ISO standards. Additionally, Africa's warm and dry climate allows for virtual year-round testing.

In The Media

[Click here](#) for coverage from InfoMaroc's and Le Nouvelliste's.

**MEDIA
ENQUIRIES**



Chris Jordan

Head of Public Relations Porsche Middle East & Africa
+971 4 356 9911
cjordan@porsche-me.ae



Mahvesh Sayed

PR Specialist Porsche Middle East & Africa
+971 4 356 9911
mahvesh.sayed@porsche-me.ae

Link Collection

Link to this article

https://newsroom.porsche.com/en_AE/2025/company/porsche-morocco-hosts-exclusive-drive.html

Media Package

<https://pmdb.porsche.de/newsroomzips/6181b61c-7216-4c83-85d5-44c0ebc49bf2.zip>