



A new Porsche Centre in northern Morocco adds more flexibility for customers and enthusiasts by offering a third strategically situated option across the country alongside centrally-located Porsche Centres in Marrakech and Casablanca.

## Porsche expands in Morocco with Tangier joining Marrakech and Casablanca

28/03/2024 Morocco | A new Porsche Centre in northern Morocco adds more flexibility for customers and enthusiasts by offering a third strategically situated option across the country alongside centrally-located Porsche Centres in Marrakech and Casablanca.

**Morocco** | Porsche Centre Tangier celebrates its new Sales, After Sales and Service Centre with Iftar and the national reveal of the new Panamera. Customers, guests and media celebrated the opening of the new Porsche Centre Tangier in a traditional Moroccan way over Iftar as the covers also came off the new Panamera marking its national debut at the country's latest Porsche Centre.

The newest retail operator for Porsche in Tangier, RA MOTOR, has experience working with Volkswagen, Audi, Seat, Cupra and Skoda, with Porsche now taking pride of place among its brands.

“We are delighted and proud to expand our network across Morocco to be able to get closer to our customers and provide them with our full factory services and support,” said Sebastian Poncet, Brand Manager Porsche Morocco.

Porsche Centre Tangier features a dedicated After Sales workshop of 815 square metres and includes room for six cars in its new showroom. The new retail space also features a Carrera Café for customers and the ability to service electric cars and charge them on site.

“RA MOTOR has made a significant investment to become a Porsche Centre with this new facility which stands alone from our other marques. We are proud to have the pinnacle of sports cars as part of our portfolio,” said Ali Rgubi, Chairman of Al Maghribia Lil Lstitmar, holding company for RA MOTOR.

On hand for the ribbon cutting ceremony was Aileen Fahr, Head of Region Africa and Levant for Porsche Middle East as well as Ralph Uhlmann, Network and CPM Director for Porsche Middle East.

“The opening of Porsche Centre Tangier is another milestone for Morocco following the recent opening of the Porsche Centre Marrakech. It sets the scene for what is shaping up to be our busiest year yet in terms of model launches and new products for Porsche customers and enthusiasts across Morocco. Porsche now has a new home in Tangier,” said Ralph Uhlmann.

“Porsche needs no introduction to the people of Morocco but until now, owners in the northern districts had to travel to Casablanca for sales and service, so we are excited to offer the full Porsche Centre treatment in the North in Tangier,” said Said El Rhana Manager Porsche Centre Tangier.

## In The Media

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## Consumption data

**Taycan Turbo S** (Predecessor model)

\*Further information on the official fuel consumption and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO<sub>2</sub>-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO<sub>2</sub>Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, [www.dat.de](http://www.dat.de)).

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