

Porsche World Road Show returns to Dubai after a decade

25/02/2025 Iconic event at Dubai Autodrome offers thrilling driving experiences with Porsche's latest models and cutting-edge electric innovations.

Dubai |Porsche enthusiasts in Dubai had a reason to celebrate as the Porsche World Roadshow made its grand return to the city after a decade-long hiatus. Hosted by Porsche Centre Dubai and Northern Emirates (Al Nabooda Automobiles), the highly anticipated event took place from February 17 to 21 at the iconic Dubai Autodrome, offering an unparalleled driving experience for fans of the brand.

Spanning five action-packed days, the Porsche World Roadshow gave participants the chance to get behind the wheel of an impressive lineup of Porsche models. From adrenaline-pumping high-performance cars like the 911 GT3 RS, 718 GT4 RS, and 718 Spyder RS to the brand's latest electric innovations, the fleet represented the very best of Porsche's engineering and design prowess.

Guided by professional instructors from Porsche AG, attendees engaged in a series of thrilling driving activities. Track handling sessions tested their skills on the twists and turns of the world-class

racetrack, while braking challenges allowed them to experience Porsche's precise handling and dynamic capabilities. An electric vehicle workshop added a contemporary twist, showcasing the cutting-edge technology behind Porsche's shift toward sustainable performance.

The event wasn't just about the thrill of driving: it brought together Porsche enthusiasts and performance seekers of all backgrounds in a shared celebration of the brand's heritage and future. A special morning session for media and influencers further amplified the excitement, allowing them to capture and share the energy of the event across platforms.

Whether it was the roar of the iconic flat-six engines or the silent burst of power from the electric models, the Porsche World Roadshow in Dubai reminded everyone why Porsche remains a leader in luxury performance. For both loyal fans and newcomers, it was an unforgettable glimpse into the brand's pursuit of perfection.

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