

Porsche Centre Shuwaikh unveils the new Panamera

16/04/2024 The new Panamera models take centre stage at state-of-the-art facility, showcasing updated powertrain, features, and design.

Kuwait | The Porsche Panamera, the brand's four-seater sports car which redefined the automotive executive class upon its inception, is expanding further with the introduction of its third generation at Porsche Centre Kuwait, Behbehani Motors Company, the leading automotive brand.

The grand event unfolded at the state-of-the-art Porsche Centre Shuwaikh facility, where the spotlight shone brightly on two base models of the new Panamera.

This unveiling marked a pivotal moment in the realm of automotive excellence, showcasing Porsche's commitment to innovation and performance.

Under the theme 'Choose Boldly' Porsche Centre Shuwaikh elegantly hosted the exclusive launch of the new Panamera at its state-of-the-art facility, marking the debut of this iconic car's latest generation.

Crafted with opulent settings and high-end touches, the venue exuded an ambiance of luxury and sophistication, complemented by state-of-the-art display technology showcasing the latest innovations in automotive design and engineering.

The two Porsche icons took center stage, illuminated by cutting-edge lighting technologies and display systems, captivating the attention of a select group of prominent figures, VIPs, Porsche enthusiasts, media representatives, and esteemed customers. The Volcano Grey Metallic and Carrera White Metallic Panamera stood as symbols of automotive perfection, reflecting a collective pursuit of excellence.

The evening unfolded as an extraordinary celebration, embodying the sophistication and prestige of the new Porsche Panamera models. Guests were treated to a dazzling array of entertainment, highlighted by a bold and masterful live saxophone performance, among other captivating shows.

The main highlight of the evening was an extraordinary visual display, accompanied by a live violinist, creating an immersive experience through graceful body expressions.

Prior to the performance, a renowned Silhouette artist sculpted faces from paper with precision, crafting silhouettes of the attendees, adding to the allure of the event.

"Tonight, we present to you the new Panamera, epitomizing innovation and luxury in its most exquisite form. This luxury sports car seamlessly blends the best of two worlds: sports performance and luxury comfort. The anticipation surrounding the launch of the new Panamera has been immense. The redesigned model boasts precision, sharpness, and edginess like never before, embodying a successful fusion of traditional values with forward-looking design." said Hany Marie, General Manager of Porsche Centre Kuwait.

“For the first time, it has an innovative chassis with active damper control – as an option for all hybrid models. We call it “Porsche Active Ride”. It enables a totally new level and a whole new range between performance and comfort. Dynamic and nimble on winding country roads. While practically floating over cobbled city streets. Its dynamic spectrum is simply enormous."

Highlighting the enhancements of the new Panamera, the comprehensive improvements to the powertrain, chassis, and design, among other features, elevates this model's on-road and off-road performance, while enhancing luxury and comfort for everyday driving. The new Panamera is designed for customers who share a love for outstanding design and a preference for individualisation.

During the event, guests had the exclusive opportunity to explore two base models of the new Panamera with captivating exterior colours. The stage was adorned by a Volcano Grey and Carrera White new Panamera, featuring a technical yet elegant, and dynamic exterior.

Characterised by personalised interior colour combinations and smooth finish leather, The Volcano Grey variant displayed during the event came with a two-tone leather interior in Black and Bordeaux Red, smooth—finish leather, with 21-inch Panamera SportDesign wheels.

The Carrera White variant, on the other hand, stood out with a Two-tone leather interior in Darknight blue and Chalk Beige, smooth-finish leather, featuring 21-inch 911 Turbo Design wheels.

Other optional features include 4+1 Seats, with ventilation (front), a Panoramic roof system, a Sport Chrono Package, and a sports exhaust system, among others.

The New Panamera. Digital, Connected, and More Efficient

With its various and advanced sporty drive and equipment options, latest chassis technologies, comprehensive assistance systems and complete digital networking, drivers of the new Panamera are poised to enjoy a 360 automotive experience.

For those who wish to witness this masterpiece in person, experience its engineering brilliance up close, and even test drive it, they are invited to visit either the showroom of Porsche Centre Kuwait or Porsche Centre Shuwaikh.

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_2 emissions of new passenger cars can be found

in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions 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).

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