

Porsche Centre Lebanon showcases electric and hybrid innovations at e-MotorShow

18/11/2025 Porsche Centre Lebanon took part in the region's largest electric and hybrid mobility motor show, displaying the Macan BEV and Cayenne E-Hybrid in front of 18,000 visitors at the Forum de Beyrouth.

Lebanon |Porsche Centre Lebanon participated in the region's largest exhibition dedicated to electric and hybrid mobility, the 2025 e-MotorShow, demonstrating its latest advancements in electrification.

Presenting a Macan BEV in Copper Ruby Metallic to show Porsche's next-generation fully electric performance SUV and a Porsche Cayenne E-Hybrid in Paint-to-Sample Light Oak Green Metallic, highlighting Porsche's bespoke craftsmanship and hybrid innovation, the show attracted 18,000 visitors and 50 electric vehicles from November 11 to 17.

"The exhibit served as a platform to highlight Porsche's dual offer of fully electric and hybrid mobility

solutions, reflecting the brand's vision for high-performance, future-ready driving," said Assaad Raphael the CEO and Chairman of Porsche Centre Lebanon.

"As one of the region's leading exhibitions for electric and hybrid mobility, we felt it was important for Porsche to show our long-term electrification strategy and commitment to future mobility. It was the perfect opportunity to demonstrate Porsche's continuous investment in design, innovation and offering the widest customer choices within the Lebanese market," said Raphael.

In three years since its inception, e-MotorShow has grown to become an integral part of the on-going sustainability discussion in the Middle East with 2500 speaking delegates and 3500 on-site test drives, it contributes to seven of the UN's Sustainable Development Goals.

On Porsche Centre Lebanon's dedicated stand, a Macan 4 BEV in Copper Ruby Metallic sat next to a Cayenne E-Hybrid in Paint-to-Sample Light Oak Green Metallic, showing not only the latest developments in Porsche's sustainable automotive innovations and advanced hybrid technology but also its bespoke craftsmanship and bespoke tailoring options.

Sales consultants and product specialists were on the stand to guide visitors, answer product-related questions, discuss Porsche's electrification options and demonstrate Porsche's commitment to high-performance, future-ready mobility solutions for the Lebanese market.

In The Media

MEDIA ENQUIRIES



Chris Jordan

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



Mahvesh Sayed

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

Link Collection

Link to this article
https://newsroom.porsche.com/en_AE/2025/company/porsche-centre-lebanon-e-motorshow-41333.html

Media Package
https://pmdb.porsche.de/newsroomzips/6db1d045-770f-4d31-b57a-d052b7434d62.zip

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart