

Porsche Festival 2026 celebrates 75 years of Porsche Motorsport in Morocco

10/10/2026 Porsche Morocco welcomed more than 650 enthusiasts and over 300 Porsche vehicles to the fourth edition of the Porsche Festival, reinforcing its position as Morocco's largest gathering of Porsche enthusiasts.

Morocco |The fourth edition of the Porsche Festival brought together Porsche owners and enthusiasts at the UTAC facilities in Oued Zem for a celebration of 75 years of Porsche Motorsport. With more than 650 participants and over 300 Porsche vehicles in attendance, the event featured a combination of vehicle displays, driving experiences and activities celebrating the brand's heritage and innovation.

"For 75 years, Porsche Motorsport has pushed the boundaries of performance and inspired generations of enthusiasts. The Porsche Festival is an opportunity to celebrate this heritage with our community in Morocco while sharing the innovations shaping the future of the brand," said David Picandet, Brand Director of Porsche Morocco.

The event combined vehicle displays with driving experiences. The Paddock of the Icons, located in front of the stage, featured an impressive selection of Porsche models. Two 911 GT3 with Touring Package were joined by a 911 Turbo, a 911 Targa GTS, a 911 Carrera Cabriolet, a 911 Carrera T, a Cayenne S Electric and a Cayenne Turbo E-Hybrid.

The Porsche Exclusive Manufaktur area allowed visitors to explore the full Paint to Sample colour palette and exclusive interior samples, draw inspiration from customised Sonderwunsch vehicles from around the world, and bring their own ideas to life using the Porsche Car Configurator. A Panamera and a Macan Electric were also on display, finished in the Paint to Sample colours Malachite Green Metallic and Gold Bronze Metallic, respectively.

Behind the stage, customers' Porsche vehicles were on display, while the surrounding area provided access to the various driving activities. Participants took part in driving sessions at the UTAC facilities (Morocco Mobility and Automotive Center), including activities on the high-speed and handling circuits. The handling circuit hosted Launch Control demonstrations, wet-surface driving exercises and drag racing. An off-road course was also available for all Porsche SUVs.

Two new driving experiences made their debut at this year's festival. The 4.35-kilometre high-speed circuit allowed participants to explore their vehicles' performance at higher speeds and experience the dynamics of driving on a banked circuit. On the low-friction circuit, the emphasis was on vehicle control, with participants practising controlled slides, cornering techniques and precise throttle inputs.

Certified instructors from Porsche and UTAC supervised each session to ensure a safe and rewarding driving experience.

"This fourth edition of the Porsche Festival celebrates the expertise, refinement and spirit that define Porsche. Year after year, our loyal community turns out in force and makes the journey to Oued Zem to share this unique occasion with us. This shared passion is what makes the festival special and allows us to strengthen our connection with the Porsche community in Morocco," said Meriem El Rhazi, MarCom, Product & Business Development Manager at Porsche Morocco.

Away from the circuits, visitors could also enjoy driving simulators, reaction-time challenges and other activities. They could capture a souvenir photograph at the drive-through photo point in front of the stage and going home with Porsche Lifestyle products from the store.

The new Cayenne Electric was among the highlights of the festival. The Cayenne Turbo Electric delivers up to 1,156 PS and 1,500 Nm of torque with Launch Control, accelerates from 0 to 100 km/h in just 2.5 seconds and reaches a top speed of 260 km/h. Its driving range exceeds 550 km.

Two Cayenne Electric vehicles were available for test drives on the various circuits, allowing participants to experience the model's performance and agility for themselves.

Porsche also announced the forthcoming arrival of the 911 GT3 S/C, a new interpretation of Porsche

sportiness. Powered by a naturally aspirated 4.0-litre boxer engine producing 510 PS and paired with a six-speed manual transmission, the model brings the performance and character of the GT model line to the open-top driving experience.

Porsche Morocco thanks its long-standing partners, TotalEnergies, Pirelli, Le Restaurant du Port and Red Bull, whose support and commitment contributed to the success of this year's festival.

The company also expresses its appreciation to the automotive content creators who attended and shared the festival's highlights with a wider audience.

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