

Porsche Centre Lebanon celebrates Porsche x La Marzocco with a special Wheels & Coffee edition

06/10/2025 In collaboration with Beirut coffee house Sucasu.co, the event showcased the Porsche x La Marzocco coffee machine, elevated through a curated tasting experience.

Lebanon |Porsche Centre Lebanon's long-running Wheels & Coffee community platform held on Saturdays at Porsche Centre Medawar has prompted the creation of the official Porsche × La Marzocco coffee machine inspired by Porsche Design.

Founded in 1927 in Florence, Italy, La Marzocco has become a leader in the coffee industry, recognized for its quality and innovation and is known for its reliability, performance and aesthetic appeal.

Celebrated coffee house, Sucasu.co has been partnered with Porsche Centre Lebanon to create on-site tasting experiences featuring different coffee varieties and educational insights at regular Saturday morning meets.

On Saturday October 4, a special project was unveiled with the Porsche × La Marzocco collaboration, marking the introduction of the exclusive coffee machines inspired by the Porsche Design philosophy.

“Porsche Centre Lebanon is all about community and we have enjoyed this collaboration with Sucasu.co as a relaxed and friendly way to spend time with our customers and friends among a beautiful lineup of Porsche Approved pre-owned cars as well as offering special benefits available exclusively for attendees,” said Assaad Raphael the CEO and Chairman of Porsche Centre Lebanon.

The collaboration brings together the two worlds of high-end coffee and high-performance sports cars that are both built on precision, craftsmanship and passion resulting in the limited edition, Porsche-inspired La Marzocco machine that’s also available for purchase.

The event featured a curated stand displaying the Porsche × La Marzocco coffee machines, allowing guests to explore the craftsmanship and design details first-hand.

Sucasu’s baristas offered guests a guided journey through different coffee varieties, including tasting notes, brewing methods and an educational introduction to specialty coffee culture.

“The atmosphere combined automotive passion with lifestyle sophistication which again, highlighted Porsche Centre Lebanon’s ability to create immersive and engaging experiences for our community,” said Raphael.

The event attracted Porsche owners, enthusiasts, partners and lifestyle followers, strengthening its brand affinity and community engagement.

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

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