

Porsche Centre Dubai celebrates 50 Years of Turbo at Dubai Autodrome

22/09/2024 One of the most iconic names in motoring and motorsport that's synonymous with Porsche has been celebrated as Porsche Centre Dubai and the Northern Emirates, Al Nabooda Automobiles commemorated the 50th Anniversary of the legendary Turbo with an exhilarating track-focused evening.

Dubai| Porsche enthusiasts, communities, media and owners experienced the Turbo traditions from behind the wheel on track and inside a trio of creatively inspired race garages. Al Nabooda Automobiles hosted a track event on September 20 and 21 at the Dubai Autodrome race track to celebrate 50 Years of the iconic Turbo.

Marking a great milestone for Porsche as a brand and its history, 50 Years of the Turbo was an opportunity to lift the garage doors and throw the keys from a variety of Porsche Turbo models to eager automotive and lifestyle journalists to enjoy a rare on-track experience of Porsche's most powerful sports cars.

Al Nabooda's Turbo 50 event was inspired by the essence of the Turbo engine and its connection to wind and air. To capture this off- track, the marketing team built a 5.5-metre tall, 10-metre diameter dome with 60 metres of orange ribbons that flowed like air to symbolize the Turbo engine's power.

In 13 hours, they transformed three, baron race garages into a giant, single immersive showcase that featured iconic Turbo models like the 918 Spyder and the Carrera GT.

The event demonstrated Porsche's Turbo legacy through blending engineering with creativity and turning it into a memorable experience.

In 1974, Porsche revolutionised high performance road cars and motor racing with the launch of the 911 Carrera RSR 2.1 Turbo race car at Le Mans and quickly followed that up with the first production prototype road car at the Paris Motor Show a few months later.

The production version was named the Type 930 Porsche 911 Turbo and was officially launched later in 1974 bringing the benchmark turbo technology Porsche had developed with the 917/10 and 917/30 race cars into a production sports car along with a unique design and unprecedented day-to-day usability.

The impact of that first Turbo model still resonates today with every Porsche combustion engine in 2024 being turbocharged while the name is also now synonymous with Porsche's most powerful models across the BEV range including the Taycan and Macan Turbos.

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

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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