

Porsche Centre Egypt showcases the Cayenne Electric from Cairo to the North Coast

17/09/2026 A series of activations across Porsche Centre Kattameya, Almaza Bay and Marassi Marina brought customers closer to the Cayenne Electric through an exclusive preview, test drives, aftersales services and premium lifestyle experiences.

Egypt | Porsche Centre Egypt introduced the Cayenne Electric to customers through a series of dedicated experiences across Cairo and the North Coast during August and September 2026, creating multiple opportunities to discover and experience the latest addition to Porsche's electric portfolio.

The programme was designed as a journey across three key customer touchpoints, beginning with an exclusive preview at Porsche Centre Kattameya before moving to a dedicated test-drive experience at Porsche NOW Almaza Bay and a product display at Porsche NOW Marassi Marina.

In early August, existing Porsche owners were invited to Porsche Centre Kattameya for an exclusive first look at the Cayenne Electric. The preview gave guests the opportunity to discover the model up close and learn more about its technology, performance and everyday usability.

The event also placed a focus on existing Porsche electric vehicle owners, with complimentary battery checks and software updates available during the activation. Bringing together the product preview with dedicated aftersales services provided an opportunity for Porsche Centre Egypt's Sales and Aftersales teams to engage directly with customers and support them throughout their electric ownership journey.

Next, the Cayenne Electric travelled to the North Coast for a dedicated test-drive event at Porsche NOW Almaza Bay. Customers and guests were able to experience the model behind the wheel, providing a hands-on introduction to the performance, driving dynamics and comfort of the new electric SUV.

The three-day activation also marked the closing of the Porsche NOW Almaza Bay summer pop-up. Alongside the test-drive programme, guests enjoyed DJ entertainment, premium catering and activities for families, bringing together the automotive and lifestyle elements of the Porsche experience.

The Cayenne Electric journey continued in September at Porsche NOW Marassi Marina, where the model was placed on display for customers and visitors to discover up close. Located within one of the North Coast's premium lifestyle destinations, the activation extended the model's visibility to a broader summer audience and provided another opportunity for prospective customers to engage with Porsche electric mobility outside the traditional showroom environment.

Together, the three activities provided different levels of interaction with the Cayenne Electric, from an exclusive first look and dedicated EV owner engagement to test drives and broader product discovery. The programme also reflected Porsche Centre Egypt's approach to creating customer experiences that extend beyond its permanent retail locations.

Through its growing range of electric models and dedicated customer experiences, Porsche Centre Egypt continues to build awareness and understanding of electric mobility in the Egyptian market while giving existing and prospective customers opportunities to experience Porsche products firsthand.

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/2026/products/porsche-centre-egypt-cayenne-electric-43374.html

Media Package
https://pmdb.porsche.de/newsroomzips/76f110ab-b43b-42a0-af19-b4e5eee69f80.zip