Six new models shown at Icons of Porsche Media Preview Night

21/11/2025 Six new Porsche models were shown to media from around the world at the Icons of Porsche Media Preview Night held on Friday at the Marriott Resort Palm Jumeirah in Dubai.

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The Cayenne Electric was shown to media for the first time after its digital world premiere on Wednesday. A Cayenne Turbo Electric was introduced to the assembled audience, which included media from over 30 countries, by Michael Schätzle, Vice President, Cayenne model line, Porsche AG.

The world premiere of the 911 GT3 with Manthey Kit was also held on the night. It was presented by Andy Preuninger, Director, GT street cars, Porsche AG. Porsche Ambassador Joerg Bermeister was also present to give a professional driver's perspective on the enhancements gained from Manthey's development work.

The first public viewing of the Macan GTS will also be held at Icons of Porsche in Dubai. Joerg Kerner, Vice President, Macan model line, detailed the first electric Macan GTS to media on the night.

Frank Moser, Vice President, 911 and 718, Porsche AG was also on-hand, introducing the regional premiere of the 911 Turbo S. Both Coupe and Cabriolet versions of this model will be on display at the Icons of Porsche festival in Dubai over the weekend.

Alexander Fabig, Vice President, Individualisation and Classic, showed media around a special Panamera Turbo, the subject of a Sonderwunsch project specified not by an owner, but by media. Some of the journalists in question were on-hand in Dubai to view their creation for themselves.

Fabig also introduced a regional project, the Macan Gems Collection, which visits Dubai for the first time after its recent unveiling in Saudi Arabia.

Overseeing proceedings were Dr Sebastian Rudolph, Vice President for Vice President Communications, Sustainability and Politics, Porsche AG. Also present were Dr Christiane Zorn, Vice President, Overseas and Emerging Markets, Porsche AG and Dr Manfred Braeunl, CEO, Porsche Middle East and Africa, among others.

Event MC was Chris Jordan, Head of Public Relations, Porsche Middle East and Africa.

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