



Porsche Centre Abu Dhabi and Al Ain presents Liwa Nights

19/12/2025 An immersive 10-day desert experience at this year's Liwa Festival, celebrating heritage, exploration, and the spirit of Porsche.

Abu Dhabi | Porsche Centre Abu Dhabi and Al Ain unveiled Liwa Nights, a distinctive desert experience that took place from 12 to 22 December at Liwa, inviting guests on an overnight journey to the edge of the Empty Quarter. Set against one of the UAE's most iconic landscapes, the occasion brought together Porsche performance, cultural storytelling, and the enduring spirit of exploration that defines both the brand and the region.

Designed as more than a drive, the event reflected Porsche Centre Abu Dhabi's ambition to create experiences that resonate beyond the road. Guests embarked on a curated convoy from the capital toward Liwa, where vast dunes, open horizons, and a rich Bedouin legacy formed the backdrop for an immersive desert escape. The journey culminated in an overnight stay at Liwa Nights, offering participants the opportunity to experience the Liwa Festival, witness the legendary Tal Moreeb, and engage in desert activities, including an exhilarating offroading experience, all within a refined and

thoughtfully curated setting.

Liwa, with its deep-rooted history and dramatic terrain, represents endurance, discovery, and a pioneering mindset; values that align naturally with Porsche engineering. Bringing the convoy to this storied region was not simply a road trip, but an exploration of how performance, precision, and comfort translate within one of the UAE's most distinctive environments.

Throughout Liwa Nights, the drive itself became a defining element of the journey, allowing guests to rediscover the desert through the lens of Porsche design and capability. From sweeping dune views to moments of stillness under the stars, the experience was shaped by contrast, precision within wild landscapes, modern performance alongside timeless scenery.

"Liwa Nights reflects our focus on creating meaningful driving experiences for our community," said Wissam Khalil, General Manager of Porsche Centre Abu Dhabi and Al Ain. "It brought together performance, comfort, and design in a journey where the drive itself was the highlight, set within one of the UAE's most distinctive landscapes."

With Liwa Nights, Porsche Centre Abu Dhabi and Al Ain continue to expand their approach to experiential storytelling, positioning Porsche as a brand that understands the local context while remaining true to its core values. More than a convoy, the experience was an expression of exploration, connection, and the enduring relationship between people, place, and the road.

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