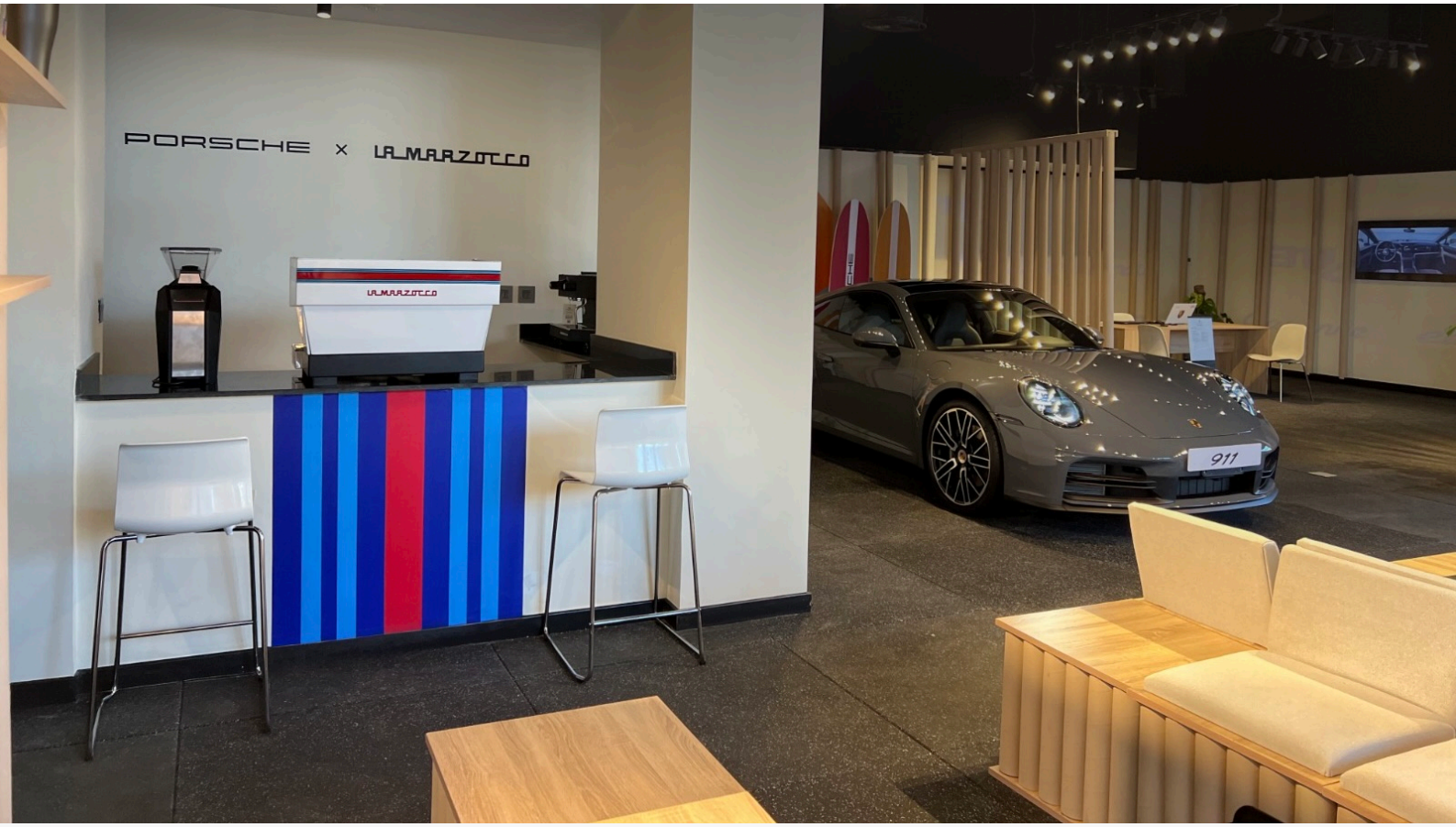

Porsche Centre Egypt brings the Porsche experience to the North Coast this summer

31/08/2026 Two Porsche NOW popups and a dedicated Service Popup brought together automotive experiences, lifestyle activations and customer care across some of Egypt's most popular summer destinations.

Egypt |Porsche Centre Egypt extended its presence across Egypt's North Coast during the summer 2026 season, bringing the brand closer to customers and visitors through two Porsche NOW popups at Marassi Marina and Almaza Bay, alongside a dedicated Porsche Service Popup in Alamein.

The seasonal presence was designed to take the Porsche experience beyond the traditional showroom environment and into destinations where many customers spend their summer. Located in two of the North Coast's leading lifestyle destinations, the Porsche NOW popups at Marassi Marina and Almaza Bay provided spaces for existing and prospective customers to discover the brand, explore Porsche models and take part in a programme of experiences and activities throughout the season.

Designed specifically for the summer setting, both Porsche NOW locations featured a distinctive look and feel inspired by the relaxed atmosphere of the North Coast while retaining Porsche's premium brand identity. Visitors were able to engage with the latest Porsche models, connect with the Porsche Centre Egypt team and take part in test drives, bringing the driving experience directly to the coast.

The summer programme also incorporated Porsche Centre Egypt's collaboration with La Marzocco, bringing together automotive design and premium coffee culture. The collaboration added a lifestyle element to the Porsche NOW experience, giving visitors another way to engage with the brand during their time at the popups.

Alongside the lifestyle and vehicle experiences, Porsche Centre Egypt extended its aftersales support to the North Coast through a dedicated Porsche Service Popup in Alamein. For the first time, Porsche customers were offered complimentary vehicle detailing at the location, providing an additional service while they spent the summer away from the city.

Together, the three locations allowed Porsche Centre Egypt to maintain a presence across the North Coast throughout the season, strengthening relationships with existing customers while introducing prospective customers and visitors to the wider Porsche experience.

By combining vehicle displays and test drives with lifestyle activations and dedicated aftersales support, the initiative reflected Porsche Centre Egypt's approach to the ownership journey beyond the purchase of a vehicle, with customer engagement and care remaining central throughout the summer.

The North Coast programme forms part of Porsche Centre Egypt's continued focus on creating opportunities for customers to experience the brand in environments that complement their lifestyles, while providing access to Porsche products, services and experiences beyond its permanent retail locations.

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