

Spectacular launch for new Macan and 911 in Egypt

02/02/2025 The Grand Egyptian Museum, adjacent to the pyramids, was the setting for a thrilling evening that blended 7000 years of Egyptian history with the market unveiling of two new Porsche models.

Egypt | Porsche Centre Egypt has unveiled the new 911 and all-electric Macan to the local Porsche community in spectacular circumstances.

The night was held at the Grand Egyptian Museum, near the world-famous pyramids and the Great Sphinx of Giza, in front of Porsche owners and VIP guests.

The event blended 7,000 years of Egyptian legacy with cutting-edge automotive innovation, delivering an electrifying experience that set the stage for the brand's bold electric future.

The all-new Porsche Macan BEV was unveiled in spectacular fashion, highlighting its bold design, high performance, and unmistakable Porsche DNA.

The legendary Porsche 911 joined the celebration, roaring to life and symbolizing the perfect balance between heritage and innovation.

“What a fantastic launch event, the location alone was breathtaking with the new Grand Egyptian Museum and its view onto the pyramids,” said Dr Manfred Bräunl, Chief Executive Officer, Porsche Middle East and Africa FZE.

“My congratulations to everyone at Porsche Centre Egypt. They have welcomed these two new models to Egypt in spectacular fashion.”

In The Media

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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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