

A new era with the opening of the renovated showroom in La Goulette

31/01/2025 Tunisia | Porsche Centre Tunis celebrated the official opening of its fully renovated showroom on 31 January 2025, in La Goulette, Tunisia. This major transformation embodies Porsche's commitment to offering its clients a unique and personalised experience in a modern setting that reflects the brand's values: performance, innovation, and passion.

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2007-2025: 18 Years of innovation and leadership

Since its launch in Tunisia in 2007, Porsche has made a significant impact on the Tunisian automotive

industry. In 2012, the opening of Porsche Centre Tunis allowed the brand to provide its clients with an exclusive point of contact.

In 2019, Porsche became the first brand to market plug-in hybrid vehicles in Tunisia, a major step in adopting environmentally-friendly technologies.

In 2021, Porsche took another leap into the future with the registration of the first fully electric car in Tunisia, the Porsche Taycan.

2025 marks the culmination of this vision with the inauguration of the renovated showroom, redefining the customer experience.

A reinvented showroom for a unique customer experience

The new showroom at Porsche Centre Tunis is not just a sales space; it offers a true immersion into the Porsche universe, redesigned according to the brand's latest guidelines to provide a complete experience focused on interaction, personalization, and well-being.

The space includes dedicated areas for electric vehicles, Tequipment accessories, as well as a relaxation and meeting area for enthusiasts, the Carrera Café.

Porsche Centre Tunis also integrates cutting-edge technologies to enhance the customer experience, such as Digital Price Tags for real-time information, the configuration room for in-depth personalisation, the Interactive 3D Car Configurator for an immersive experience, and the digital retail remote control app that facilitates interaction and access to explanatory content.

During the press conference, executives from Porsche Middle East and Africa FZE, including CEO, Dr. Manfred Braeunl, Business Development Director Ralph Uhlmann, and Marketing Director Markus Peter, congratulated Ennakl Automobiles for its commitment through the renovation of Porsche Centre Tunis.

This centre not only meets Porsche's brand standards but also offers an unprecedented high-end experience for customers in Tunisia.

An experience at the heart of Porsche passion

With the opening of this new showroom, Porsche Centre Tunis showcases innovation and personalisation. Every visitor will not only discover the latest models from the brand but will also have the chance to experience something beyond just purchasing a vehicle.

Thanks to advanced digital tools and dedicated personalisation spaces, every customer can create the Porsche of their dreams, all while enjoying an atmosphere that encourages creativity and exchange.

Porsche Centre Tunis continues to grow, always growing closer to its clients and the Porsche community, and ever faithful to the brand's heritage of excellence.

The opening of this renovated showroom marks a turning point in the brand's history in Tunisia, offering a completely immersive and modern experience. This new space for meeting and discovery embodies the very essence of Porsche: performance, innovation, design, and, above all, passion.

Join us at Porsche Centre Tunis in La Goulette to explore this new space and experience Porsche like never before.

In The Media

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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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