

Porsche Centre Abu Dhabi and Al Ain brings together women, wellness and performance

15/06/2026 A female-only lifestyle experience exploring the connection between balance, precision and performance.

Abu Dhabi |Porsche Centre Abu Dhabi and Al Ain, part of Ali & Sons, hosted an exclusive female-only Porsche Pilates experience within its Abu Dhabi showroom, bringing together movement, wellness and contemporary lifestyle in a setting inspired by the values that define the brand.

Developed in collaboration with a leading local Pilates studio, the experience welcomed a select group of women for an afternoon centred on balance, precision and purposeful movement. Designed as a dedicated space for connection and well-being, the gathering brought together like-minded guests within an environment that encouraged both personal wellness and community.

Set amongst Porsche's latest models, the showroom was transformed into an intimate wellness

environment where performance was explored through a different lens. The experience began with a guided Pilates session designed to encourage strength, control and mindful movement. While distinct disciplines, both Pilates and Porsche share a common emphasis on precision, balance and purposeful execution - creating a natural connection between the worlds of wellness and performance.

Following the session, guests continued the afternoon through a curated hospitality experience featuring healthy refreshments and opportunities to connect within a relaxed showroom setting. The event reflected a growing lifestyle dimension within Porsche Centre Abu Dhabi and Al Ain's community engagement strategy, creating experiences that extend beyond the vehicle while remaining true to the brand's values.

“Porsche is ultimately about performance, precision and the experiences that bring people together," said Wissam Khalil, General Manager, Porsche Centre Abu Dhabi and Al Ain, Ali & Sons.

"Porsche Pilates offered an opportunity to explore those values through a different lens, creating a space where movement, connection and contemporary lifestyle could come together within the showroom.

"Bringing together a group of inspiring women made the experience even more meaningful, reflecting the strength and diversity of the Porsche community in Abu Dhabi."

By bringing wellness into the showroom, Porsche Centre Abu Dhabi and Al Ain continue to create experiences that resonate with the evolving interests of its community. Through initiatives such as Porsche Pilates, the brand is expanding how people connect with Porsche, fostering meaningful engagement through shared passions, contemporary lifestyle and wellbeing.

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