

Icons of Porsche brings movement and community together for Dubai Fitness Challenge

21/11/2026 Before the engines roar and the festival comes to life, Icons of Porsche kicked off the weekend with a different kind of movement. Celebrating the 10th edition of Dubai Fitness Challenge, Porsche brought together a community of fitness enthusiasts for an exclusive morning Pilates session, marking the opening day of the sixth edition of Icons of Porsche.

Dubai |Hosted in collaboration with Gigi Dubai fitness studio, and led by Tracy from Flow Movement, the session offered guests the opportunity to stretch, recharge and start their weekend surrounded by some of Porsche's most iconic sports cars. With the festival grounds yet to open to the public, participants were also treated to an exclusive first look at the new destination, experiencing Icons of Porsche in a way few others could.

Icons of Porsche has always been about bringing people together through shared passions, and this year, we wanted to kick things off with a little movement," said Dr. Manfred Bräunl, CEO of Porsche

Middle East and Africa.

“Dubai Fitness Challenge is a fantastic initiative that encourages everyone to embrace a more active lifestyle and we are proud to be part of it.”

From the calm of an early morning Pilates session to the excitement of Porsche enthusiasts coming together, the experience set the tone for a weekend where cars, culture and community take centre stage.

With only a limited number of tickets remaining, visitors are encouraged to secure their place at IconsOfPorsche.com

Follow Porsche Middle East and Africa on Instagram @porsche.middleeast for more event updates.

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