

Launch of the new Porsche Macan at the Four Seasons Hotel Gammarth

31/01/2025 Tunisia | The prestigious Four Seasons Hotel hosted an exclusive event for the launch of the new all-electric Porsche Macan.

Tunisia | The prestigious Four Seasons Hotel Tunis, Gammarth hosted an exclusive event for the market launch of the new all-electric Porsche Macan.

The event gathered distinguished guests, including leaders from Porsche Middle East & Africa FZE, including CEO Dr. Manfred Braeunl.

"Today, with the all-electric Macan, we continue our commitment to sustainable mobility while maintaining our passion for performance," said Braeunl.

"I am pleased to unveil this exciting new car here alongside our partners in Tunisia, Ennakl. I look

forward to working together with them to ensure we continue to deliver the best possible experience for our Porsche owners and enthusiasts."

Anouar Ben Ammar, CEO of Ennakl Automobiles, also congratulated Porsche for this major technological advancement.

"It is an honour to see Porsche, a brand synonymous with performance and innovation, take an important step towards electrification with the new all-electric Macan," said Ammar.

"This model marks a decisive step for the automotive industry, and we are proud to introduce it to the Tunisian market."

Ammar also highlighted the historic record achieved by Porsche in Tunisia in 2024.

"The year 2024 was a turning point for Porsche in Tunisia, with record sales that reflect the growing trust of the Tunisian market in the brand. The arrival of the 100% electric Macan fits perfectly within this dynamic and strengthens our position in the Tunisian market, offering an even more diverse electric range after the Taycan."

The New Electric Macan: A Revolution in the SUV World

The new all-electric Macan combines performance, modern design, and cutting-edge technology. This all-electric SUV offers a dynamic and responsive driving experience.

Its sleek exterior design and high-tech interior ensure a premium driving experience, with impressive range and fast charging. The electric Macan embodies the future of e-mobility, offering the perfect harmony between power, comfort, and innovation.

The launch of the electric Macan marks a significant turning point for Porsche and the automotive industry, with a vision firmly focused on the future, combining performance, sustainability, and state-of-the-art technology.

The event was an opportunity to celebrate this new milestone for the brand in Tunisia, with many enthusiasts, media, and partners present to discover this innovative car.

In The Media

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MEDIA ENQUIRIES



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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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