

Porsche Centre Abu Dhabi hosts curated driving experience with Amwaj Jewellery

04/05/2026 A refined journey bringing together Porsche engineering and the craftsmanship of Amwaj Jewellery.

Abu Dhabi |Porsche Centre Abu Dhabi and Al Ain, part of Ali & Sons, hosted a driving experience centred on engineering excellence, control and the defining characteristics of Porsche. The occasion was brought to life in partnership with Amwaj Jewellery, a homegrown Emirati fine jewellery house within the Ali & Sons portfolio. Together, they brought engineering and timeless luxury into a single, considered expression.

Bringing together a select group of guests, the programme offered the opportunity to drive a range of Porsche models along a single, carefully designed route. The drive was structured to highlight key attributes and defining qualities across the line-up, from dynamic performance and acceleration to everyday refinement and comfort.

The experience began at the Porsche Centre Abu Dhabi showroom, where guests were introduced to the vehicles before departing in their selected models. The route combined urban roads with more open stretches, allowing each car to demonstrate its capabilities in real driving conditions.

The drive transitioned into a private setting, where the experience carried forward beyond the road, unfolding into a considered dining moment defined by precision, refinement and attention to detail. In the setting, exquisite fine jewellery from Amwaj Jewellery added a layer of artistry to the experience. The display reflected the brand's focus on handcrafted design, exceptional stones and storytelling through form. Rooted in Emirati heritage and inspired by the movement and fluidity of ocean waves, Amwaj's creations introduced an additional layer of artistry, creating a natural dialogue between automotive engineering and fine craftsmanship.

"At Porsche, everything begins with the drive. Experiences like these are designed to bring that into focus, creating a clear and authentic connection between driver and car, and a more personal exploration of what defines Porsche behind the wheel. Working with Amwaj Jewellery introduced a complementary layer of craftsmanship and artistry, bringing together performance and design in a way that reflects a shared commitment to precision and detail." said Wissam Khalil, General Manager, Porsche Centre Abu Dhabi and Al Ain.

Through this curated drive, Porsche Centre Abu Dhabi continues to create experiences that go beyond the vehicle, bringing together performance, design and lifestyle in a way that reflects how Porsche is lived, not only how it is driven.

In The Media

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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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart