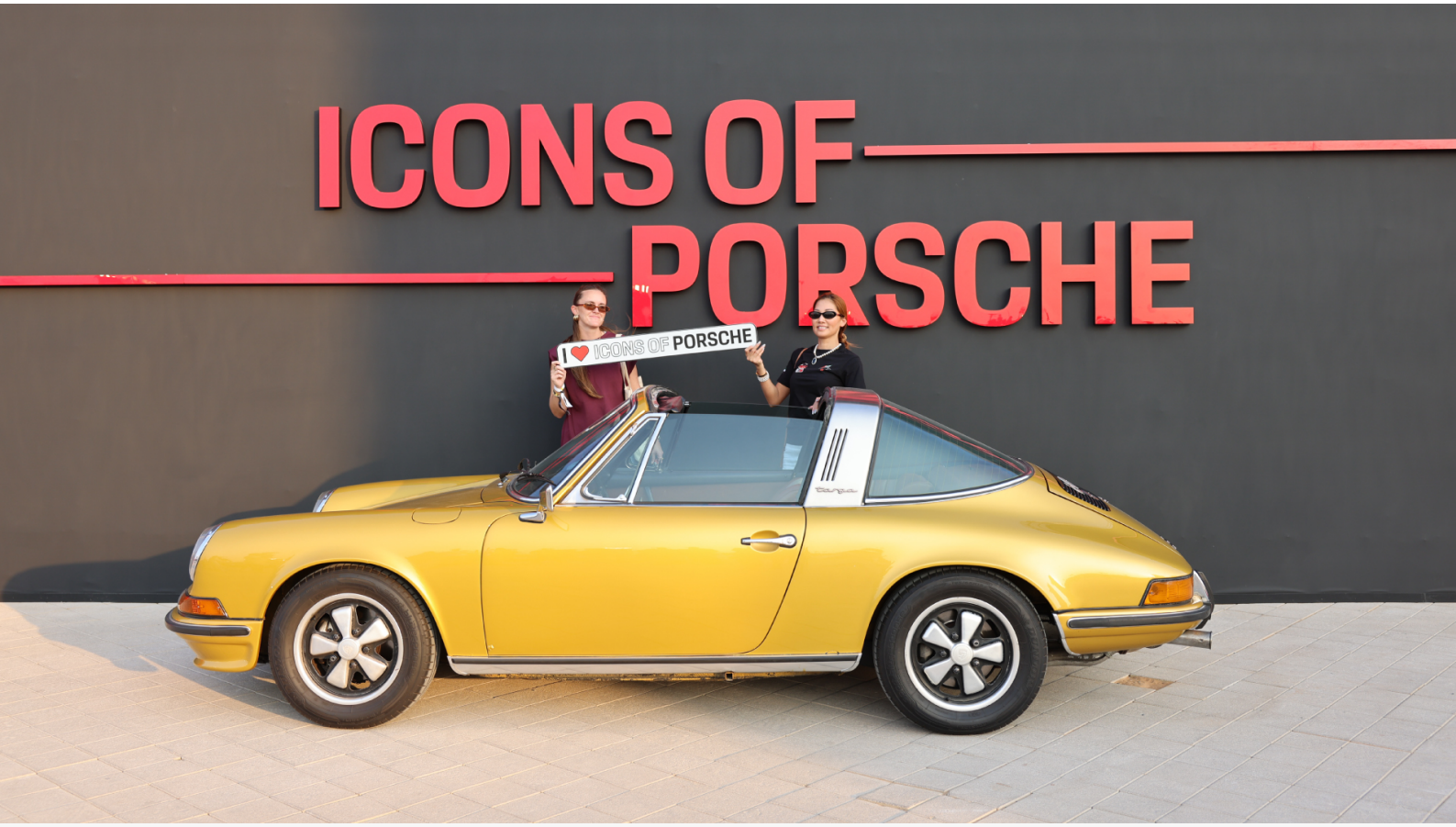

Why the local community values Icons of Porsche 2026

22/11/2026 The cars on display may be the main attractions at Icons of Porsche, but it's the community which brings life and energy to the weekend-long event. Here's why the locals cherish the yearly celebration of everything Porsche.

Dubai |What makes an event like Icons of Porsche unique? Is it the cars, the attractions or maybe even the grand reveals? Well, all of those aspects play a part, but it's the attendees and exhibitors that really separate a good event from a great one.

The Porsche community in the region is an incredibly proud and enthusiastic group of people, with a real passion for their cars and an energy that you can feel in the air as you wander the various areas of The Square at Nad Al Sheba. But what do they feel makes the festival so special, and why do they keep coming back?

Zakaria Dashti

“It’s the best event to not only meet all of the Porsche enthusiasts in the region, but also icons in the Porsche world as well as the top management and executives from Porsche itself.

“Also, for the past two years Icons of Porsche has also developped to include regional and global model premieres…we wouldn’t miss it for the world!”

Nawfal Al Khudhairy

“Icons is a remarkable event that unites nations and individuals as part of a global community.”

“Its greatest significance lies in the opportunity to meet people from diverse backgrounds, explore different cultures, gain insight into their values and to celebrate the diversity that enriches our world in the process.”

Nasser Alkhenji

“I value Icons of Porsche because it mixes people from all walks of life through a shared passion for automotive heritage, design and innovations.”

“What makes it truly special is the community, the incredible atmosphere and the opportunity to experience not just the cars, but the people and stories behind them.”

“It’s more than an automotive event - it’s a celebration of passion and belonging.”

Fahad Alsaeedi

“Icons is special because it brings together Porsche’s heritage, passion, and enthusiasts from different generations - all in one place.”

“It’s special to me because I own several generations of Porsche, and I get the chance to share the same passion with fellow enthusiasts in a dedicated space.”

Husain Makiya

“IOP is like the World Cup of the Porsche-sphere. It brings together a unique community of enthusiasts from across the region and beyond, all united by a shared passion for the marque.”

"For me, it is an opportunity to connect, exchange experiences and share my passion with people who truly understand and appreciate the same car culture that I love."

Mario Veljovic

"For my family and I, Icons of Porsche is much more than a car festival. It's a celebration of passion, heritage and the Porsche ethos, opening the door to a much wider audience beyond the traditional Porsche Clubs and Communities."

"It's all about experiencing what makes Porsche so iconic."

Stuart Kemp

"Attending Icons is like coming home. No matter your background, the community is literally one big family."

"You speak to anybody and we all have that one thing connecting us all. Even if it's a friend you've not seen for a year, the conversation flows like it was only yesterday - and that's what makes it special."

Jean-Pierre Mondalek

"Icons of Porsche is an opportunity for owners and fans of Porsche to celebrate not only its storied history, but also the future of our favorite brand."

"These are just a few of the owners and attendees at Icons of Porsche 2026, themselves an assorted mix of backgrounds, professions who drive an equally diverse mix of models, variants and generations - all in the United Arab Emirates.

"It's a beautiful display of people coming together to celebrate a shared passion for everything Porsche."

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