


# Porsche Centre Shuwaikh welcomes GUST Marketing students

**09/05/2024** Porsche Centre Shuwaikh recently hosted a group of marketing students from the Gulf University of Science & Technology (GUST) for an all-day educational tour at its new facility located in Shuwaikh.

**Kuwait |**Behbehani Motors Company, an industry leader and pioneer in automotive engineering and sports car technology, recently hosted a group of marketing students from the Gulf University of Science & Technology (GUST) for an all-day educational tour at its new facility located in Shuwaikh. This initiative aligns with Porsche Centre Shuwaikh's (PCS) commitment to youth-led sustainability, aiming to foster and mobilize an empowered Kuwaiti youth, capable of shaping a sustainable world for future generations.

Porsche Centre Shuwaikh sought collaboration with GUST to organize a facility tour for marketing majors, to diversify their business knowledge and expand their horizons on the automotive sector and its latest offerings. Porsche Centre Shuwaikh's collaborative efforts with GUST exemplify their unwavering dedication to enriching the educational experiences of Kuwaiti students.

Paying homage to almost seven decades of continued success in Kuwait, representatives at Porsche Centre Shuwaikh inaugurated the students' tour of the facility with a brief overview of the international brand, and its association with Behbehani Motors Company since 1956. Key milestones, including the pivotal year of inception, were highlighted, showcasing Porsche's enduring presence and contribution to Kuwait's automotive landscape. Students witnessed firsthand how the company has been synonymous with luxury, performance, and innovation, consistently exceeding customer expectations.

The students also learned about the legendary Porsche 356 which marked Kuwait's debut in sports car sales, with the opening of the first Porsche dealership in the Middle East, ranking as only 9th worldwide.

GUST's marketing students continued to explore Porsche Centre Shuwaikh's newly developed facility, capturing its dynamic and captivating environment. Porsche Centre Shuwaikh's impressive showroom covers 2,800 square meters, serving as the centrepiece that highlights Porsche's diverse lineup of vehicles, from E-mobility to Pre-owned vehicles, SUVs, and sports cars. Students also visited the facility's spacious service reception area, spanning 3,600 square meters, to ensure a seamless and welcoming experience for customers.

Home to the Classic Porsche Cars Collection, Porsche Centre Shuwaikh treated the students to an engaging tour of its 850-square-meter on-site museum. Students delved into the rich heritage of Porsche and its continuous evolution, admiring the private collection showcase of special Porsche vehicles built by Porsche's Kuwaiti importer, the Behbehani family.

Students expressed exceptional admiration for this part of the facility tour, as the remarkable exhibition combines rare and special Porsche vehicles, displayed with digital technology to immerse visitors in the brand's rich history.

As the tour went on, students continued to gain a deeper understanding of Porsche's ongoing dedication to innovation and technology. To promote and encourage sustainable mobility solutions, students were also introduced to Porsche E-Performance models available in Kuwait. This included interactive discussions on charging times and docking procedures, equipping students with firsthand knowledge of this rapidly developing automotive segment.

The students' tour culminated with a fascinating exploration of Porsche Centre Shuwaikh's services facility, witnessing the intricate workings of the service department. As they entered the extensive workshop, covering 5,900 square meters, students experienced cutting-edge technology at the standard bays, including the brand-new dialogue bays in the inspection station, which further increases Porsche's accuracy levels of vehicle diagnostics. Porsche's skilled technicians introduced the students to the meticulous craftsmanship and care provided to maintain and service every Porsche to the highest service standards.

From technical operations to customer service protocols, students gained valuable insights into Porsche's commitment to excellence in every aspect of its business. This gave students an overall understanding of how Porsche Centre Shuwaikh offers a world-class automotive experience,

encompassing sales, service, and genuine parts. A notion that verified Porsche's commitment to exceptional customer care and vehicle maintenance to those students.

Lauding the initiative, Mr. Hany Marie, General Manager of Porsche Centre Kuwait, said: “At Porsche Centre Shuwaikh, we firmly believe in empowering the future generation, by nurturing young talents and providing opportunities to learn and grow. Hosting facility tours at Porsche Centre Shuwaikh underscores our ongoing commitment to supporting the educational development of Kuwaiti youth and fostering a passion for innovation and excellence.”

Mr. Hany Marie concluded his remarks by expressing gratitude and appreciation to all who contributed to the success of this initiative. “We are truly thrilled to have hosted marketing majors from the Gulf University of Science & Technology on this educational tour. We are confident that this experience will leave a lasting impression on the GUST marketing students and contribute significantly to their academic journey”, added Mr. Hany Marie.

Porsche Centre Shuwaikh remains steadfast in its dedication to making a meaningful impact in the community and inspiring generations of leaders and innovators for a sustainable future. The state-of-the-art facility not only sets new standards in luxury automotive retail and service but also stands as a testament to sustainability and green technology. This is evidenced by the facility's use of specialised water recycling and solar panels to generate renewable energy. Electric vehicle chargers are also installed throughout the facility to echo the company's forward march toward a sustainable future for the automotive industry.

## In The Media

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## 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

## 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, $CO_2$Emissions 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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