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Porsche Centre Lebanon's "Wheels & Coffee" mornings kick into high gear

04/04/2024 Lebanon | What started as a casual coffee with Porsche fans on a Saturday morning has turned into a 'must-attend' social gathering at Porsche Centre Lebanon's Medawar Showroom.

Beirut, Lebanon | The offer of brilliant coffee, cars and even freshly baked cookies will convince virtually any Porsche fan in Lebanon to forsake a well-deserved weekend lie in and join like-minded fans for a morning of casual banter while admiring some beautiful machinery at the frequent "Wheels & Coffee" mornings with Porsche Centre Lebanon.

To be held four to six times a year, "Wheels & Coffee" has kicked off in 2024 with two events already in March and June which run from 9am until the early afternoon, offering visitors the chance to not only display their classic or new Porsche, but also to browse the merchandise on offer, arrange a test drive,

talk among fellow Porsche owners or even chat with Porsche Centre Lebanon staff in a relaxed and casual environment.

It's also proven to be a haven for Instagrammers and car bloggers to get some unique and colourful content as they stay fueled with fresh coffee and cookies served from the bright red "Wheels & Coffee" truck.

"This has been a great initiative already and we've only held two events so far, but it's a perfect way to meet with our loyal customers and maybe future customers as well on a casual Saturday morning," the CEO and Chairman of Porsche Centre Lebanon, Assaad Raphael said.

"Lebanese people are car people. We love our cars and the lifestyle that goes with them because Lebanon has a great passion for the automotive world, so it's no surprise that we get so many people turning up for "Wheels & Coffee".

The initial idea behind "Wheels & Coffee" was to strengthen relationships between Porsche Cars Lebanon and its clients which it has done, as well as offering the chance to preview new models like the Taycan range which was a theme of the last event with other themes to include "Classic Cars" and "50 Years of the 911 Turbo".

Future "Wheels & Coffee" events will also include the offer of exclusive benefits for participants on selected cars and / or Porsche Design items, ensuring there will always be plenty of interest in the next event.

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