

Porsche Drive Rental has launched for the first time in the Middle East. After successful introductions to other markets around the world, the program that allows people to experience the sportscars of their dreams for a day, a weekend or a week has arrived in Dubai.

Experience the Porsche dream with Porsche Drive Rental Dubai

04/04/2024 After successful introductions to other markets around the world, the program that allows people to experience the sportscars of their dreams for a day, a weekend or a week has arrived in Dubai.

Porsche has launched its globally successful Porsche Drive Rental program in Dubai, with two- and four-door sportscars now available for booking.

Porsche Drive Rental Dubai allows patrons to book short-term loans of luxury Porsche sportscars, facilitated by Porsche Centre Dubai, the official importer and service provider for Porsche products in Dubai and the Northern Emirates.

Customers can choose to collect and return the car from either Porsche Centre Dubai, DRVN by Porsche

café on Bluewaters Island, or receive a complete handover from a Porsche-trained technician at their hotel, home or office.

Programs available under Porsche Drive umbrella expand the Porsche offering beyond car ownership, with a commitment to digital, flexible and individualised solutions.

The dream of experiencing a Porsche for the first time or experiencing a new model for those who already own one, is now just a few clicks away thanks to the simple online booking tool.

Launching in the UAE as the first market in the Middle East, the program allows access to selected Porsche models for short-term rental periods.

Porsche Drive Rental is a luxury alternative to regular car hire – directly from an authorised Porsche importer. It will suit the lifestyle of both existing and potential Porsche owners by providing access to an exclusive range of six models that spans the Porsche range of sports cars, SUVs and EVs.

“Porsche Drive Rental is another innovative way for us to fulfil the dreams of Porsche fans,” said Dr Manfred Bräunl, Chief Executive Officer of Porsche Middle East and Africa FZE.

“We are pleased to bring this globally successful program to the Middle East for the first time. Consumers in this region are technologically-savvy and excited by luxury experiences, which makes Porsche Drive Rental a perfect fit for Dubai.

“Porsche Drive Rental is a first and easy entry point to the Porsche experience. It is a great way for someone to experience a Porsche before a commitment to purchase.

“It can also be a great way to enjoy a staycation trip with family and friends with a Porsche, exploring some of the great road trips we have in the region.”

“As evidenced by the Icons of Porsche festival, there is also a tremendous passion for Porsche in this region. I’m certain that Porsche Drive Rental will be a popular addition to our offering in the United Arab Emirates.”

Models initially available are the 718 Boxster Style Edition, 911 Carrera Coupe and Carrera S Cabriolet, the all-electric Taycan 4S, the Macan and the Cayenne Coupe Platinum Edition. Rental periods can range from one day to two weeks.

The model-based tariff pricing structure ranges from AED 750 to AED 2,400 per day, which includes fully comprehensive Porsche insurance and a mileage allowance of up to 200 kilometres per day.

Customers can visit porsche-drive.ae to make a Porsche Drive Rental booking with a valid UAE driving license.

Porsche Drive Rental is a popular option in the company's growing list of mobility services. Since commencing in Germany in 2014, it is now available in more than 60 locations across Europe, North America, Japan and Australia.

In The Media

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