

First all-electric Porsche Club enjoys the energy of community

24/02/2026 Registro Italiano E-motion is the world's first Porsche Club for all-electric sports cars. One weekend in September, 131 participants and 73 electric vehicles set out on the club's first-ever road trip – to Hans-Peter Porsche's Traumwerk museum just outside of Salzburg – launching a new era of Porsche community.

Low on the horizon, the morning sun of late summer bathes the hills of the Franciacorta wine region in a tranquil light, while a soft mist paints the picturesque province in the Alpine foothills of the Lombardy region in Bahama Yellow. Leaving the last village in the rear-view mirror, a black Taycan suddenly accelerates out of a traffic circle, takes a right turn, and then approaches its destination: the Franciacorta Porsche Experience Center. Approximately 60 hectares in size, the brand experience location features three training areas on the handling course, a paddock with 29 garages, and a customer center with fast-charging stations.

Andrea Siviero, a Milan-based IT specialist who spends his free time as spokesperson for the Registro Italiano E-motion Porsche Club, climbs out of the Taycan GTS Sport Turismo. "It's wonderful to be here

again," says Siviero with a smile on his face. "This Experience Center is much like a home for our club. We signed the founding charter here in May." This Saturday, the Experience Center is the starting point for the club's first group road trip: Porsche E-motion goes to Traumwerk. Arriving one after another, the 131 participants seem to know each other and are all brimming with excitement.

The club members have brought along their families for the club's first adventure together and are distributed among 73 vehicles – 42 Taycan and 31 Macan in all variants – including both rear- and all-wheel-drive vehicles, S and Turbo S versions, and even two Turbo GT. Six vehicles boast custom paint jobs from the Paint to Sample program, including Fjord Green, Signal Yellow, and Moonlight Blue Metallic. Several of the Macan are fitted like the sneak preview models, which are presented exclusively to a select few ahead of the market launch.

And then there are the two Taycan Turbo GT with Weissach package which take part in the Porsche Taycan Rush Championships, a racing series of timed flying laps established by Porsche Italia in 2025. It's not just speed that counts, but also energy management and the observation of slow zones. But today the Turbo GT are accompanying other electric sports cars on the autobahn to Austria. It's a first-class group event for electric vehicles.

The Porsche Club origins

The caravan takes its first break at a rest stop. Enjoying an espresso, Siviero explains how the club came about. "In 2021, during the pandemic, a few early Taycan owners created a group chat to discuss the vehicle and topics like the software and the best charging options in Italy. One of those was Massimo, our current president." Massimo Piccinno has been driving Porsche vehicles for more than 30 years, is well connected in the Porsche Italia cosmos, and purchased his first electric car in 2015, which was eventually followed by two Taycan and one Macan. This experience has often allowed him to help the small community. And the group has grown. "Just a handful of like-minded people soon became 60," recalls Siviero. "At some point, someone asked, 'Why don't we just make this official as an all-electric Porsche Club?'" This idea was well received not only by the community, but also by Porsche Italia.

And now the new club is taking its first-ever road trip together. After a drive of around 250 kilometers and just under three hours, the next stop is Brixen in South Tyrol. As the sun continues to rise, our Macan Turbo cruises along the three-lane autostrada in an easterly direction. It's a warm 28 degrees Celsius, with fluffy white clouds dotting the blue sky. The route is flanked by fields of sugar beet and corn, vineyards, and cypresses. As we approach Avio, a small municipality east of Lake Garda, the valley narrows and the first castello of many appears on the mountainside. To avoid what would be our first traffic jam further up north, the navigation system redirects us onto the parallel highway – finally some Porsche terrain: no traffic, open road, and satisfying curves. And then slowly but surely, the panoramic view of the Dolomites unfolds before our very eyes. The power of the electric motor below us only intensifies the beauty of the natural wonder ahead of us.

We stop in Brixen to have lunch and charge the cars. As the group enjoys their meal of barley soup and

South Tyrolean fare, the sports cars charge next to an industrial hall. Because it's impossible to connect 73 vehicles to the public power grid at the same time, two mobile Porsche turbo charging units, which are usually used on European racecourses, have been set up today to serve the unique Porsche Club. Powered by lithium batteries weighing in at around 14 tons, each unit provides 2.1 MWh of energy, supplying 10 fast-charging stations with up to 280 kW of charging capacity. Charging assistants rotate the vehicles, ensuring every car is fully charged and ready to go again.

Socializing during the charging break

The perfect time to get acquainted with some of the participants. The many conversations reveal that the travel group is diverse in terms of age, careers, and hobbies. But they all have one thing in common: a passion for electric Porsche sports cars, which they usually share with the entire family, whether they're music producers, IT entrepreneurs, manufacturers of health drinks – or students like Carlotta Pinoli from Merate near Milan. "In Germany, I drove faster than I've ever driven before in my life," she enthusiastically tells us afterwards. Davide de Cicco, an entrepreneur from Lugano, came here with his wife Maria Chiara and the youngest of their five children in the Taycan 4S Cross Turismo. Edoardo is just nine months old, which makes him the youngest participant by some distance.

What makes this club so special? "The people and the energy between us," says President Massimo Piccinno. "We're a bit more easygoing. As I always say, you're not joining a club, but a family. Our members range in age from their late 20s to their mid-70s. The mindset is energy-charged and open to innovation and change. This attitude is just one component of our passion. And electric Porsche cars are the logical consequence."

This sentiment is confirmed by Andrea Gruppach, President of the Italian Porsche Club association: "There are a lot of young members and many families in Registro Italiano E-motion and even here on the tour. Electric Porsche vehicles are perfect for them." In other clubs, there's often a push to make good time on road trips. "Things are different here. We take our time, drive at a leisurely pace, and even enjoy the charging break. It's a different kind of fast travel."

Through the Alps

That said, it should come as no surprise that the next leg resumes two hours later than originally planned. Not because of the charging times, but because everyone's enjoying the food and socializing – a Saturday without any obligations. But what follows is the most beautiful stretch of the route. Our journey to Sterzing in northern South Tyrol, which takes us up a winding two-lane road, is a real treat. With acceleration, load changes, and high-precision braking, there's no better way to experience the power of the sports car. The route continues up to the Brenner Pass at an elevation of 1,374 meters, along the Alpine divide from Italy to Austria, and then on to the German border. The final leg to Salzburg follows a brief stint through Germany, with Lake Chiemsee on the left and the Chiemgau Alps on the right. It doesn't get any more picturesque than this.

We spend the evening at a restaurant in Salzburg, where the atmosphere is lively, cheerful, and loud. There is lots of laughter and endless discussion about life, politics, and electric mobility. Edoardo, the toddler, is being fed. Eventually, a member raises his glass for a toast to the club tour – and everyone joins in.

Arrival at Traumwerk

Hans-Peter Porsche Traumwerk, an interactive museum near Salzburg, is on the agenda for Sunday morning. The grandson of company founder Ferdinand Porsche has opened up his private collection to the general public. He welcomes the participants in person, holds children in his arms, and is more than happy to pose for a selfie. Daniele Massaccesi takes a look around with a great deal of interest. The cameraman from Rome has worked with directors such as Steven Spielberg (*Munich*) and, on several occasions over the past 25 years, Ridley Scott (*Napoleon*, *House of Gucci*, *Hannibal*). He has also been involved in *Matrix Resurrections*, *King Arthur*, and *The English Patient*.

"I used to drive a diesel off-road vehicle," he says. "But at some point, I realized that the future is electric. I was impressed that Porsche had the courage to change. And I wanted to be a part of that."

Massaccesi's first Porsche was a Taycan. Now he drives a Macan and can't wait for the electric 718 to come out. "I believe internal combustion engines are an outdated concept – much like a rotary phone. Electric driving is powerful and quiet. I want people to understand that." And then he shares an anecdote, laughing: "I was once parking my Macan at the Cinecittà studio in Rome. Ridley Scott was there, filming *The Dog Stars*. He saw my car, drove by, stopped, stuck his head out of the window, and called out: 'Hey, nice car!'"

An opinion also shared by Giulio Tedesco from Udine, a gamer and car content creator with 1.2 million followers on YouTube. At the age of 28, he's one of the youngest members of the club and has been there from the beginning. He has a Taycan Turbo S in his private garage, but was given a Taycan Turbo GT with Weissach package by Porsche Italia for the road trip. This can go from 0 to 100 kmh in 2.2 seconds with Launch Control and delivers overboost power of up to 760 kW (1.034 PS; **Taycan Turbo GT with Weissach package (WLTP)*:** Electrical consumption combined: 24.8 – 20.6 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A) and a top speed of 305 kmh.

"Traumwerk was an absolute highlight," he says at the end of the trip. And the Turbo GT? "That, too, of course," he adds, laughing. "But there's nothing like meeting someone from the Porsche family. It drives it home for me: I've now achieved something I had only ever dreamed of."

Info

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MEDIA ENQUIRIES



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Consumption data

Taycan 4S Cross Turismo (WLTP)*: Electrical consumption combined: 21.4 – 18.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Taycan GTS Sport Turismo (WLTP)*: Electrical consumption combined: 21.1 – 18.6 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Macan Turbo (WLTP)*: Electrical consumption combined: 20.6 – 18.3 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Taycan Turbo S (WLTP)*: Electrical consumption combined: 19.9 – 17.8 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Taycan 4S (WLTP)*: Electrical consumption combined: 20.1 – 17.6 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Taycan Turbo GT (WLTP)*: Electrical consumption combined: 21.2 – 20.5 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Taycan Turbo GT with Weissach package (WLTP)*: Electrical consumption combined: 24.8 – 20.6 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Taycan with Performance Battery Plus (WLTP)*: Electrical consumption combined: 19.4 – 16.4 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Macan (WLTP)*: Electrical consumption combined: 19.4 – 16.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Taycan GTS (WLTP)*: Electrical consumption combined: 20.1 – 17.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*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_2Emissions 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).

Image Sublines

Path: First all-electric Porsche Club enjoys the energy of community/Images/img_1.jpg
Title: Macan and Taycan models, PEC Franciacorta, Registro Italiano E-motion, 2025, Porsche AG
Subline: Lineup: The club gathered at the Franciacorta Porsche Experience Center for its first-ever road trip, with 73 Taycan and Macan cars in attendance.

Path: First all-electric Porsche Club enjoys the energy of community/Images/img_2.jpg
Title: Registro Italiano E-motion, 2025, Porsche AG
Subline: Founding member: Andrea Siviero is the spokesperson for the Registro Italiano E-motion Porsche Club.

Path: First all-electric Porsche Club enjoys the energy of community/Images/img_5.jpg
Title: Registro Italiano E-motion, Porsche Turbo Charging, 2025, Porsche AG
Subline: Charging as a group: Usually used at racecourses, the turbo charging trucks are supporting the Porsche Club today.

Path: First all-electric Porsche Club enjoys the energy of community/Images/img_6.jpg
Title: Andrea Grumbach, President of the Italian Porsche Club association, Registro Italiano E-motion, 2025, Porsche AG
Subline: Electric experience: Andrea Gruppach, President of the Italian Porsche Club association, took part in the newest Porsche Club's first group road trip.

Path: First all-electric Porsche Club enjoys the energy of community/Images/img_8.jpg
Title: Daniele Massaccesi, cameraman, Registro Italiano E-motion, 2025, Porsche AG
Subline: Club pioneer: Cameraman Daniele Massaccesi shares the passion for electric mobility.

Path: First all-electric Porsche Club enjoys the energy of community/Images/img_10.jpg
Title: Traumwerk, Registro Italiano E-motion, Salzburg, Austria, 2025, Porsche AG
Subline: The perfect conclusion: At the end of the road trip, the Registro Italiano E-motion Porsche Club posed for a group photo in front of Traumwerk, with a picturesque landscape in the background.

Link Collection

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