



A meeting full of flowers and inspiring women, with the new all-electric Macan

10/10/2024 Porsche Morocco and the Four Seasons Hotel Casablanca came together for an exclusive event: a flower-inspired lunch for influential women as an elegant and innovative occasion to celebrate Morocco's National Women's Day.

Morocco | Porsche Morocco organised a novel event on October 10, 2024 in collaboration with the Four Seasons Hotel Casablanca at its brand new Kyúb restaurant. The occasion brought together a selection of influential businesswomen in Casablanca for an elegant yet laid-back lunch.

This outdoor restaurant by the hotel pool, specialised in coastal and Latin-inspired cuisine, afforded an idyllic setting to give guests the best experience possible. Its floral decoration, taking inspiration from the lavender fields of Provence, paid tribute to the spirit of the electric Macan, which was proudly on display for the event alongside a 718 Boxster – two models particularly prized by a more feminine clientele, with guests having the opportunity for an exclusive test drive.

The event was also a key step in the launch campaign for the new electric Macan under the memorable slogan "Keep your essence". The event itself had the tagline "Change your petals, not your roots", a nod to both its floral theme and the spirit of continuity across the Macan range, which celebrates change while remaining faithful to the essentials.

In keeping with the drive for creative sisterhood, Porsche Morocco joined forces with Noémie Creations to produce a piece of jewellery in partnership with artist Anbar Al Mokri, as well as with the florist workshop Atelier Nude to devise divine decorations using the most elegant of components. These partnerships with female entrepreneurs ensured that women stayed at the heart of the event, while also highlighting Moroccan creativity.

Diners were able to discuss and discover all of Porsche's new developments in an environment conducive to conversation. The occasion emphasised the perfect symbiosis between the timeless elegance of Porsche and the dynamic and innovative spirit of the women around the table.

The Macan is setting new standards as Porsche's first all-electric SUV

The electric Macan enjoys a fully innovative design while remaining faithful to Porsche's spirit – after all, even an electric Porsche is still a sports car. This new Macan, Porsche's first-ever all-electric SUV, is living proof of this. From the first glance, it is unmistakably both a Porsche and a Macan. Its characteristic proportions were honoured, while its inner and outer design were further refined for an even more dynamic and sporty look.

The new electric Macan comes in four variants: the Macan 2, Macan 4, Macan 4S, and Macan Turbo, which is the sportiest-ever vehicle in the SUV segment. With a range of up to 641 km, the Macan Turbo Electric, the top-of-the-range model, has a power of up to 470 kW (639 PS) and 1,130 Nm, which takes it from 0 to 100 km/h in just 3.3 seconds with a top speed maxing out at 260 km/h.

With its double front-and-back storage compartments that can carry more than 1,400 litres and its towing capacity of 2,000 kg, the electric Macan is perfectly suited for everyday needs while also offering exceptional sport performance.

The whole Macan range is available at the Porsche dealerships in Casablanca, Tangier, Marrakesh, and Agadir.

In The Media

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Consumption data

Taycan Turbo S (Predecessor model)

*Further information on the official fuel consumption and the official specific CO₂ emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO₂Emissions 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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