

Porsche Morocco hosts track training session for new sports car owners at UTAC Oued Zem

11/04/2026 Porsche Morocco organised an exclusive Porsche Driving Experience at UTAC Oued Zem on 11 April 2026, bringing together newly delivered 911 and 718 owners for a dedicated track training session focused on performance driving techniques.

Morocco |Porsche Morocco invited a select group of 15 customers to take part in a tailored driving experience designed to enhance their understanding of Porsche performance in a controlled, professional environment. The programme was developed as a loyalty-driven initiative, offering new owners the opportunity to explore the full capabilities of their vehicles under expert guidance.

Participants gathered on the outskirts of Casablanca before forming a convoy to UTAC Oued Zem, setting the tone for a shared Porsche experience from the outset. Upon arrival, the day began with a theoretical session and briefing, introducing key driving principles and safety protocols before transitioning to practical on-track activities.

“The Porsche Driving Experience is designed to support our customers beyond the moment of delivery, helping them fully explore the performance and capabilities of their vehicles in a safe and engaging environment,” said Meriem Elrhazi, Marketing Manager of Porsche Morocco.

“Bringing together new 911 and 718 owners for this experience also strengthens the sense of community that defines Porsche in Morocco.”

Led by professional pilot instructors, the training focused on essential track driving techniques, including cornering, degressive braking and vehicle control. Guests then took part in a series of dynamic workshops across both the speed track and the esplanade, allowing them to progressively build confidence and refine their driving skills.

The structured format of the day combined theory with hands-on experience, enabling participants to better understand vehicle behaviour at higher speeds while developing a deeper connection with their Porsche.

Through initiatives such as the Porsche Driving Experience, Porsche Morocco continues to reinforce its focus on customer engagement, performance education and community-building, offering owners the opportunity to connect more closely with both their vehicles and the brand.

In The Media

Media coverage from Luxe Radio and Déco Actuelle.

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