

Porsche Centre Egypt supports the Grand Opening of the Grand Egyptian Museum

03/11/2025 The opening of one of Egypt's most significant cultural milestones, attended by President Abdel Fattah El Sisi and international dignitaries, was supported by Porsche Centre Egypt which provided the official emergency rapid response vehicles for the event.

Egypt. Reflecting Porsche's commitment to supporting national initiatives that combine heritage, innovation and community responsibility, Porsche Centre Egypt played an important role in the Grand Opening of the Grand Egyptian Museum on the 1st of November.

One of Egypt's most anticipated cultural highlights, the Grand Egyptian Museum will serve as a cornerstone for Egypt's cultural tourism industry. With the attendance of President Abdel Fattah El Sisi, global leaders, diplomats, cultural icons and international media, Porsche Centre Egypt collaborated with the Egyptian Healthcare Authority to provide fully equipped Porsche vehicles as the official on site emergency rapid response cars for the ceremony.

Five vehicles were provided, including three in red, white and black to represent the colors of the Egyptian flag. The cars also featured Pharaonic inspired artwork, including Cleopatra's eyes and symbolic ancient Egyptian motifs celebrating Egypt's heritage.

"We were honored to collaborate with the Egyptian Healthcare Authority and the 'In Egypt We Care' medical tourism initiative during the Grand Egyptian Museum opening, providing Porsche vehicles specially prepared for on site rapid emergency response." said Ahmed Kasem, Porsche Centre Egypt General Manager.

"Porsche Centre Egypt is proud to support this historic celebration of Egypt's heritage while helping ensure the safety and well-being of all guests."

The objective of Porsche Centre Egypt's participation was to enhance emergency preparedness and response capabilities during this high profile and high security ceremony. Each vehicle was fitted with professional grade emergency lighting, communication systems and medical supply modules, configured in coordination with the Ministry of Health emergency teams. The cars remained on standby throughout the ceremony to enable immediate response for dignitaries and guests attending the globally broadcast opening.

This collaboration marked the first time Porsche vehicles were configured for national emergency readiness in Egypt. It represents a significant milestone in Porsche Centre Egypt's continuing commitment to community partnership, innovation and public safety.

A representative of the Egyptian Healthcare Authority noted: "Partnering with Porsche Centre Egypt for this major event ensured a new level of readiness and operational excellence."

"The vehicles combined advanced performance with the precision required for emergency support at a ceremony of such importance." He added.

The participation of Porsche Centre Egypt was driven by a shared commitment to safety, innovation and national pride. The Ministry of Health sought to ensure the highest level of on site emergency readiness for one of Egypt's most significant cultural events.

Earlier this year, Porsche Centre Egypt hosted the regional launch of the all electric Macan at the Grand Egyptian Museum, reaffirming the organization's long term vision of connecting modern technology with Egypt's cultural legacy in a way that inspires progress and responsibility.

In The Media

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MEDIA ENQUIRIES



Chris Jordan

Head of Public Relations Porsche Middle East & Africa
+971 4 356 9911
PR@porsche-me.ae



Mahvesh Sayed

PR Specialist Porsche Middle East & Africa
+971 4 356 9911
PR@porsche-me.ae

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