

Porsche Taycan electrifies the world's tallest building: Dubai's Burj Khalifa

27/10/2020 Porsche Middle East and Africa FZE officially kicked off its regional launch for the all-new Taycan with a special animation on the side of the Burj Khalifa in Dubai, the largest single display surface in the world.

A visually exciting light show, covering a total area of 33,000 square metres, portrayed the brand's most important milestones from the Lohner-Porsche revealed in 1900 to the cutting-edge Taycan. Standing at 828 metres high, the iconic tower is the tallest building in the world and provided a unique setting to announce the long-awaited arrival of Porsche's first fully electric vehicle.

Dr Manfred Braeunl, Chief Executive Officer at Porsche Middle East and Africa FZE, said: "Electricity has been running through Porsche veins from day one and the brand is a pioneer in shaping the mobility of tomorrow with innovative products setting the benchmark for the industry. The all-new Taycan is a culmination of over 70 years of experience building sports cars, merged with incredible new driving

technologies. But first and foremost, it is a true Porsche offering pure emotion and extraordinary driving pleasure. The upcoming months will be hugely exciting for us and our business partners, as we launch the car across the region."

One million LED lights at the Burj Khalifa

Markus Peter, Marketing Director at Porsche Middle East and Africa FZE, added: "It was a very special moment watching more than one million LED lights turning the facade into one big screen to celebrate the start of the Taycan introduction in our region."

While the Taycan is the brand's first fully electric model, Porsche has been at the forefront of electromobility for a long time. Today, plug-in hybrids present some of the most powerful flagship models in the brand's range, such as the Cayenne Turbo S E-Hybrid or the new Panamera Turbo S E-Hybrid. With the launch of the new Taycan, Porsche presents its first ever fully electric model, setting another important milestone for the successful future of the company.

Rollout of the first three Taycan models in Middle East & Africa

In the coming weeks and months, Porsche's regional office based in Dubai will support its importers with the rollout of the first three Taycan models: the 4S, Turbo and Turbo S.

The start of the launch phase follows a successful period of business for Porsche's regional office in Dubai. With a healthy five per cent growth year-on-year, the organisation recently announced its best third quarter results since 2015.

MEDIA ENQUIRIES



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Consumption data

Taycan Turbo (Predecessor model)

Taycan 4S with Performance Battery (Predecessor model)

Taycan Turbo S (Predecessor model)

*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).

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