

Porsche Centre Kuwait joins Kuwait Sustainability Event 2026

17/01/2026 Porsche Centre Kuwait, Behbehani Motors Company, proudly participated in the 5th edition of the Kuwait Sustainability Event (KSE 2026), held from January 15 to 17 at Murouj. The event has established itself as a national platform bringing together businesses, government entities and communities to collaborate toward tangible environmental impact under the theme '*Reduce. Reuse. Recycle'.*

Kuwait |As sustainability continues to evolve from an option into a shared responsibility, KSE 2026 provided Porsche Centre Kuwait with a meaningful opportunity to showcase its commitment to environmental stewardship, innovation, and responsible mobility, core pillars of the Porsche brand globally and locally.

Building on the success of KSE 2025, which welcomed more than 46,000 visitors and 40 participating companies, the 2026 edition introduced expanded recycling initiatives and interactive experiences aimed at driving greater awareness and real-world action. Porsche Centre Kuwait's presence reflected the brand's long-term vision for a more sustainable future through progressive engineering and

electrification.

At the event, Porsche Centre Kuwait showcased the all-electric, all-new Macan in Ice Grey Metallic, highlighting Porsche's next chapter in electric mobility. The displayed model featured a Leather Package in a Black/Bordeaux Red interior, complemented by 20-inch Macan S wheels and a wheel centre set with the full-colour Porsche Crest, underscoring the brand's attention to detail, performance, and design excellence.

The Macan Electric represents Porsche's approach to sustainability, where performance, everyday usability, and advanced electric technology coexist without compromise.

"Sustainability is deeply embedded in Porsche's vision for the future. With models like the Macan Electric, we are demonstrating that responsible mobility can deliver exceptional performance, design, and driving pleasure. Our participation in KSE 2026 reflects our commitment not only to innovation, but also to supporting Kuwait's sustainability goals and encouraging Porsche owners and enthusiasts to be active advocates for the environment." said Hany Marie, General Manager of Porsche Centre Kuwait.

Through its participation in KSE 2026, Porsche Centre Kuwait reaffirmed its role as a responsible automotive leader, supporting national sustainability initiatives while engaging with a growing community of environmentally conscious customers and stakeholders in Kuwait.

In The Media

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