

Tickets now on sale for fifth edition of Icons of Porsche festival in Dubai

15/09/2025 Tickets are now on-sale for the fifth edition of Icons of Porsche in Dubai. The colourful and family-friendly festival will be held in the Dubai Design District on 22-23 November 2025, again featuring classic cars, art, culture and much more.

Early bird tickets for Icons of Porsche are now available online. The fifth edition of the festival, the largest automotive gathering in the Middle East, will be held in the Dubai Design District on 22-23 November 2025.

Icons of Porsche will once again deliver a colourful and vibrant festival atmosphere, with an amazing collection of classic Porsche sportscars, the public debut of all new models, art installations, cultural displays and food and beverage from some of Dubai's most well-known and loved food and beverage outlets.

Single day tickets are AED 50 and can be purchased online only. To avoid queues and speed up admission, there will be no box office sales on-site. Early bird tickets will remain on sale until sold out.

Now a well-established annual festival in the city, Icons of Porsche brings together diverse cultures and reinforces Dubai's reputation as a global hub for luxury, automotive excellence, and world-class international events, as well as a platform for celebrating and sharing interests. Porsche enthusiasts from all over the world are expected to travel to Dubai, joining residents of the city in sharing their passion for the brand and its exciting products.

"Icons of Porsche has grown significantly since its launch in 2021, attracting over 78,000 fans to date, including a sold-out crowd in 2024," said Dr. Manfred Bräunl, Chief Executive Officer of Porsche Middle East and Africa.

"This year we are encouraging fans to buy tickets early to avoid missing out. We look forward to delivering the best edition of Icons of Porsche yet, with spectacular cars on display, convenient facilities and attractions for all kinds of fans and families."

Highlights and anniversaries celebrated

This year's festival will celebrate important milestones in the history of Porsche. The event will include tributes to 60 Years of 911 Targa models, 25 Years of the Carrera GT supercar, and a commemoration of Porsche's rich motorsport heritage, including celebrating 50 Years of Lechner Racing and 20 years of Porsche 911 Cup racing in the Middle East.

The Porsche Museum in Stuttgart, Germany will again send some of its precious collection to Dubai, this year under the theme of 'Mission: Future Heritage'. Alongside these icons, visitors will be able to view unique models created using Porsche Exclusive Manufaktur and Sonderwunsch individualisation programs.

The festival atmosphere will extend beyond the cars, with dedicated community spaces, an E-Sports arena, live music, family zones, art installations and pop-up activations from a variety of partners.

In The Media

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