

A Porsche 911 in full bloom: Porsche Centre Egypt and Club Core host a pilates experience

13/05/2026 Porsche Centre Egypt partnered with Club Core to host an exclusive pilates and wellness experience at Porsche Centre Egypt Kattameya, bringing together movement, balance and artistic expression in a premium showroom setting.

Egypt |Porsche Centre Egypt welcomed wellness enthusiasts, influencers, lifestyle creators and members of the Porsche community for a curated Pilates experience designed to connect the brand with contemporary wellness culture and elevated lifestyle experiences beyond the automotive world.

Held at Porsche Centre Egypt Kattameya in collaboration with Club Core, the event combined wellness, design and luxury within an immersive showroom environment. Guests participated in a guided Pilates session before enjoying a series of social and lifestyle moments curated throughout the space, reflecting shared values of discipline, balance, movement and refined experiences.

At the centre of the activation stood a Porsche 911 transformed into a striking artistic installation. The vehicle was adorned with soft pastel flowers across the front trunk area, creating a visual centrepiece that blended performance with elegance and creativity. The floral-covered 911 became the hero piece of the event, attracting guests and content creators throughout the experience.

The collaboration with Club Core forms part of Porsche Centre Egypt's continued efforts to engage with modern lifestyle communities through experiential activations that extend beyond the road. By integrating wellness and culture into the showroom environment, the initiative highlighted Porsche's evolving approach to customer engagement and community-building in Egypt.

Guest impressions reflected the atmosphere and visual impact of the activation.

"I really loved how the Porsche 911 was covered with pastel flowers. It was such a beautiful centrepiece and honestly the masterpiece of the whole event," said Rawan Atef.

Through partnerships such as this, Porsche Centre Egypt continues to create experiences that merge automotive excellence with culture, wellness and contemporary lifestyle, strengthening the emotional connection between the brand and its community.

In the media

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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