

Porsche Centre Doha, Al Boraq Automobiles Co. w.l.l. chose the significant date of November 9 (9.11) to launch not just the new Porsche 911 sports coupe to the country but also the new all-electric Macan SUV and the updated, all-electric Taycan as well.

Porsche Centre Doha gives its customers a triple treat gala night

11/11/2024 Qatar | Porsche Centre Doha chose the significant date of November 9 to launch not just the new Porsche 911 sports coupe to the country but also the new all-electric Macan SUV and the updated, all-electric Taycan as well.

Qatar| The cornerstone to Porsche's new model range has been released together in one iconic, exclusive launch event for VIPs, customers and special guests at Al Baraha, Msheireb Down Town Doha on the most fitting date, November 9 (9.11) in recognition of Porsche's legendary 911 Sports Coupe.

Porsche has comprehensively upgraded the iconic 911 sports car of 2024 with a new Carrera GTS that is the first road-approved 911 equipped with a super-lightweight performance hybrid system. The newly developed, innovative powertrain system with 3.6 litres displacement delivers a significantly enhanced driving performance. The 911 Carrera GTS Coupé accelerates from zero to 100 km/h in 3.0 seconds and reaches a top speed of 312 km/h.

Taycan ushered in a new era of e-mobility at the end of 2019 and with just under 150,000 produced since, a new version brings more power, better range, faster acceleration and faster charging times with sharpened looks and a refreshed interior.

“Taycan raised the bar for the performance EV sector when it was launched in 2019, it effectively created a new genre of performance saloons, so bringing further improvements and an exciting fresh look. The new all-electric Macan is going to have a similar, positive impact on the performance SUV sector as well, as it represents the expanding appeal of Porsche to a wider audience. We now have the youngest product line-up in our history and the Macan has played an important role to achieve this,” Ahed Dawood, Brand Manager for Porsche Centre Doha Al Boraq Automobiles Co. w.l.l. said.

The new Macan SUV is the second generation model, 10 years after the launch of the original Macan and is debuting as an all-electric range. In combination with Launch Control, the Macan 4 produces up to 300 kW (408 PS) of overboost power, while the Macan Turbo boasts up to 470 kW (639 PS).

The maximum torque is 650 Nm and 1,130 Nm respectively and while the Macan 4 accelerates to 100 km/h in 5.2 seconds and has a top speed of 220 km/h, the Macan Turbo covers the same distance in just 3.3 seconds and tops out at 260 km/h.

“The exclusive launch of not one, not two, but three new Porsche models, each representing a bold step into the future is incredibly exciting for everyone,” Salman Jassem Al Darwish, CEO, Porsche Centre Doha, Al Boraq Automobiles Co. w.l.l said.

“The new all-electric Taycan is an electrifying sports car that heightens your senses and makes you ‘Overfeel.’ Engineered for precision and exhilaration, the Taycan offers a driving experience that redefines electric mobility.

“At the heart of this event is the new Macan – the first all-electric SUV. Crafted for those who stand apart and wish to ‘keep their essence’, the Macan reimagines performance. Thrilling from the moment it moves, agile through every turn and optimised for maximum efficiency, the Macan embodies freedom on the road and showcases the next generation of advanced electric performance.

“Finally, we present the legendary new 911, a timeless machine that continues to set the standard for speed, style, and exhilaration. This iconic model blends tradition with advanced innovation, proving that great design evolves but never fades. The unveiling of these three innovative yet unmistakable models, representing a bold new era for Porsche.” Salman Jassem Al Darwish added.

The significant launch of the three models in Doha underlines a strong year for Porsche Centre Doha.

In The Media

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Consumption data

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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