

A world premiere and two anniversaries for Porsche in Beijing

24/04/2026 Porsche made a strong impression at the opening of Auto China 2026 in Beijing. The world premiere of the new Cayenne Turbo Coupé Electric took centre stage, while the brand celebrated the China debut of its SUV sibling, the Cayenne Turbo Electric. The appearance at this year's show also marks two major anniversaries: 25 years of Porsche in China and 75 years of Porsche Motorsport.

By introducing the Cayenne Coupé Electric, Porsche has expanded its all-electric Cayenne family with its most emotive model to date. Its coupé-style silhouette, defined by a 911-inspired flyline, combines powerful proportions with sporting elegance – decisively translating Porsche's design and performance ethos into the electric era once more.

The flagship Cayenne Turbo Coupé Electric delivers up to 850 kW (1,156 PS) of overboost power. Optimised aerodynamics with a drag coefficient of 0.23, together with motorsport-inspired drivetrain technologies, underline Porsche's mission to take electric performance to the next level.

Alongside the world premiere of the new Coupé, Porsche also presented the SUV version of the

Cayenne Turbo Electric to the Chinese market for the first time.

75 years of motorsport as a strong foundation

With a Racing Garage theme, Porsche's stand at the show makes numerous nods to the world of motorsport. To mark 75 years of Porsche Motorsport, the latest highlights are presented alongside the record-holding 919 Hybrid Evo and a new 911 GT3 R. The stand design is inspired by the famous Caracciola Karussell, the legendary corner at the Nürburgring Nordschleife.

“Motorsport has shaped our thinking and actions for decades,” says Dr Michael Leiters, Chairman of the Executive Board of Porsche AG. Porsche has always been particularly strong in endurance racing. “You don't win by being fast for a moment. Success is built over time – with the right strategy, the best product and a strong team.” This principle, he adds, applies not only to motorsport, but equally to production cars, technology and markets.

For Porsche, motorsport is not just part of the brand's heritage: it continues to shape its mindset, technology and strategy to this day. Technology developed for the race track has flowed into series production for decades – increasingly so in fully electric vehicles.

25 years of Porsche in China

Auto China 2026 also marks 25 years of Porsche in China. Since entering the market, the brand has firmly established itself and built a close connection with customers and fans.

“Our story in China is like an endurance race,” says Alexander Pollich, CEO of Porsche China. “Through every phase, we have remained true to our values. We stand for highly emotive sports cars.”

To mark the anniversary, Porsche has unveiled an exclusive 911 GT3 Sonderwunsch model in Beijing, produced for the Chinese market. Alongside it is the Panamera Pure Edition, developed specifically for China and featuring a particularly distinctive exterior and interior package.

China remains a key market for Porsche. “It is a highly dynamic market with enormous technological momentum and discerning customers,” says Leiters, explaining that Porsche's goal is to strengthen the brand in China over the long term – with a clear design language, innovative technology and the value-oriented sales approach of ‘Value over Volume’.

MEDIA ENQUIRIES



Sandro Kälin

Head of Communications Porsche Schweiz AG
+41 41 487 91 16
sandro.kaelin@porsche.ch



Siraya Schäfer

Press and Public Relations Specialist, Porsche Schweiz AG
+41 41 487 91 47
siraya.schaefer@porsche.ch

Consumption data

Cayenne Coupé Electric (WLTP)*: Consumo energia elettrica ciclo misto (gamma modelli): 21.4 – 19.1 kWh/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 0 g/km; Stato [StandHeute]

Cayenne Turbo Coupé Electric (WLTP)*: Consumo energia elettrica ciclo misto (gamma modelli): 22.1 – 19.9 kWh/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 0 g/km; Stato [StandHeute]

Cayenne Turbo Electric (WLTP)*: Consumo energia elettrica ciclo misto (gamma modelli): 22.5 – 20.4 kWh/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 0 g/km; Stato [StandHeute]

911 GT3 (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 13.8 – 13.7 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 312 – 310 g/km; Stato [StandHeute]

911 Turbo S (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 11.7 – 11.5 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 266 – 261 g/km; Stato [StandHeute]

911 GT3 S/C (WLTP)*: Consumo carburante ciclo misto (gamma modelli): 13.7 l/100 km; Emissioni CO_2 ciclo misto (gamma modelli): 310 g/km; Stato [StandHeute]

*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).

Image Sublines

Path: A world premiere and two anniversaries for Porsche in Beijing/Images/img_1.jpg
Title: Porsche 911 GT3 Sonderwunsch, Porsche 911 GT3 R, Porsche Cayenne Turbo Coupé Electric (l-r), Auto China, Beijing, 2026, Porsche AG
Subline: [ci:Cayenne-Turbo-Coupe-E4]

Path: A world premiere and two anniversaries for Porsche in Beijing/Images/img_3.jpg
Title: Porsche 911 GT3 Sonderwunsch, Porsche 911 GT3 R, Porsche Cayenne Turbo Coupé Electric, Porsche 919 Hybrid Evo (l-r), Alexander Pollich, President and CEO Porsche China, Hongkong and Macao; Dr. Michael Leiters, CEO of Porsche AG (l-r), Auto China, Beijing, 2026, Porsche AG
Subline: Alexander Pollich and Dr. Michael Leiters

Link Collection

Link to this article
https://newsroom.porsche.com/it_CH/2026/products/porsche-auto-china-beijing-world-premiere-two-anniversaries-42234.html

Media Package
https://pmdb.porsche.de/newsroomzips/bf0ad99c-b858-427b-98f0-8fbfb076288c.zip