

Porsche Doha beams live-stream coverage of the 93rd Le Mans 24-Hour race into its showroom

16/06/2025 Porsche Centre Doha provided an electric atmosphere for guests to watch the historic twice-round-the-clock endurance race as Porsche Penske Motorsport took the fight down to the final lap with its 963 hybrid prototype while Team Manthey celebrated its second LMGT3 victory in succession with its 911 GT3 R.

Qatar |Porsche Centre Doha invited customers and Porsche enthusiasts to experience the 93rd running of the 24 Hours of Le Mans race live from its showroom at Medina Centrale, The Pearl.

The 24 Hours of Le Mans stands as one of the greatest challenges in global motorsport and Porsche is the most successful manufacturer with 19 overall victories and 112 class wins at one of the biggest sporting events globally which attracts more than 325,000 fans each year.

This year, the Porsche Penske Motorsport factory team entered three Porsche 963 hybrid prototypes in

the outright LMDh category and for the first time, all three Porsche 963s were prepared at Porsche's facility in Mannheim.

Formula E World Champion Pascal Wehrlein joined the teams regular drivers from the FIA World Endurance Championship and the North American IMSA WeatherTech SportsCar Championship, while customer team Proton Competition added its own Porsche 963 to the Hypercar grid and Manthey entered three 911 GT3 R cars in the LMGT3 category to successfully defend their Class title.

Reinforcing Porsche Centre Doha as the hub for premium brand experiences and community engagement, the live broadcast catered to both race fans as well as those new to the sport, seeing the spectacle for the first time in an engaging showroom environment.

“At Porsche Centre Doha, we don't just sell cars, we create memories. Bringing the Le Mans thrill to our showroom is our way of connecting with fans, families and future Porsche drivers in an unforgettable setting,” said Asia Al Shishany, Marketing Manager at Porsche Centre Doha.

Dedicated edutainment zones for children not only contributed to the family-friendly environment but also provided the perfect introduction to the next generation of Porsche owners.

“The 24 Hours of Le Mans is more than a race, it's a statement of Porsche's endurance, performance and passion. Through this event, we invited our guests to step into the world of motorsport, heritage, Exclusive Manufaktur and Porsche craftsmanship,” said Ahed Dawood, Brand Manager at Porsche Centre Doha.

A full-day customer and fan engagement event included parallel interactive brand experiences as well as character appearances by Porsche mascots Tom and Tina who welcomed junior guests alongside the action beaming live from France on the giant screens.

In a highly exciting battle for overall victory, the number 6 Porsche 963 from Porsche Penske Motorsport of Matt Campbell, Kévin Estre and Laurens Vanthoor finished just 14.084 seconds behind the victorious Ferrari in second place.

After 387 laps, the other two identical 511 kW (695 PS) hybrid prototypes of the factory team finished seventh and ninth and in the LMGT3 category, Team Manthey celebrated its second class victory in a row with their Porsche 911 GT3 R.

Since the current LMDh regulations for the outright contenders were introduced, the Porsche 963 has proven to be the most successful race car in both the FIA World Endurance Championship and the North America IMSA series. The 963 builds on the legacy of legendary Porsche Le Mans machines such as the iconic 917, the 936, 956, 962, 911 GT1 and 919 Hybrid models.

While the race is the fourth round of the World Endurance Championship, Le Mans holds a special place in the hearts of motorsport fans around the world. The historic circuit, located south of the Le Mans

town, consists of two-thirds public roads and runs the longest lap in world motor racing of 13.626 kilometres. It hosted its first race in 1923.

On normal days, the famous Mulsanne Straight is used by regular cars and trucks, while notable sections include the fast and technical Porsche Curves, known for high speeds and minimal runoff which demand precision and bravery from every driver.

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