

Porsche opens its first Driving Center in Mexico

13/11/2025 Porsche marks an important step with the opening of its first Driving Center in Latin America, a facility that underscores the brand's long-term commitment to the region and its growing community of driving enthusiasts.

Since its inception, Porsche has been synonymous with innovation, precision, and emotion. Every curve, every line, and every technological advance has been guided by a simple but powerful idea: the passion for driving.

This development represents a new chapter for Porsche in Latin America – a place where the brand's core values are reflected and motorsport heritage meets the vibrant spirit of the region.

First Porsche Driving Center in Latin America

Located at Mexico Drive Resort, an automotive complex near Mexico City, the new center offers driving

experiences where visitors can explore Porsche's performance characteristics.

The Porsche Driving Center México features a 4-kilometre track designed by circuit architect Hermann Tilke, known for creating some of motorsport's most recognised venues. Its layout combines technical curves, straights, and elevation changes that allow drivers to engage with the full spectrum of Porsche performance.

Drivers can refine their skills and experience the dynamics of Porsche vehicles in a setting designed to highlight precision and control. Every metre is crafted to awaken precision, adrenaline, and emotion in an environment where engineering and passion for speed converge to deliver an intense, unforgettable experience.

With modern facilities, modular hospitality areas, meeting rooms, and a fleet of sports cars and electric vehicles, the centre offers a versatile space. From test drives and training sessions to corporate events, this space embodies the passion, precision, and performance that define Porsche on every road.

The spirit of a champion

The inauguration of Porsche Driving Center México was attended by Felipe Nasr, Brazil's official factory driver for Porsche since 2022, member of the Porsche Penske Motorsport team, and prominent figure in international motorsport.

“The Porsche Driving Center México is an incredible platform that brings Porsche's DNA closer to people across Latin America. It's not just about driving fast but understanding what makes these cars so special,” said Nasr. “For many enthusiasts, it's a dream come true and a chance to feel truly connected with the brand. I'm very honoured to represent Porsche and see this community growing stronger every year.”

Throughout his career, the Brasília-born driver has achieved notable success in motorsport, including titles in the IMSA WeatherTech SportsCar Championship and victories at the 24 Hours of Daytona (2024 and 2025), and the Porsche 963's first-ever IMSA victory at Road America in 2023.

“What makes these experiences truly memorable is the connection,” Nasr added. “When someone gets behind the wheel of a Porsche on a proper track, with the chance to learn, push limits, and share that passion with others, it becomes something they never forget. For me, being here and guiding them, seeing the excitement and confidence grow lap after lap, that's what it's all about. I truly enjoy sharing my experiences and knowledge within our community.”

The Porsche World Road Show 2025

In celebration of the opening of the Driving Center in Mexico, the eleventh edition of the Porsche World

Road Show (PWRS) was held at Mexico Drive Resort. The event brought together customers, enthusiasts, and specialised media from across Mexico, as well as from various countries in Latin America and the Caribbean, to experience the full range of German sports cars on the track.

The PWRS offers on- and off-track driving experiences with various Porsche vehicles, including hybrid versions of the Panamera and Cayenne, the all-electric Taycan and Macan Electric, and the iconic 911.

Since 1999, the PWRS has provided Porsche fans in more than 60 countries with the chance to experience the brand's performance and innovation first-hand.

MEDIA ENQUIRIES



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Consumption data

911 Carrera GTS (WLTP)*: Fuel consumption combined: 10.6 – 10.1 l/100 km; CO_2 emissions combined: 242 – 230 g/km; CO_2 class: G

911 GT3 (WLTP)*: Fuel consumption combined: 13.8 – 13.7 l/100 km; CO_2 emissions combined: 312 – 310 g/km; CO_2 class: G

911 Targa 4 GTS (WLTP)*: Fuel consumption combined: 10.8 – 10.5 l/100 km; CO_2 emissions combined: 245 – 239 g/km; CO_2 class: G

Taycan GTS (WLTP)*: Electrical consumption combined: 20.1 – 17.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*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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