Porsche Centre Egypt showcases Porsche x La Marzocco collaboration at Cafex Exhibition 2026

13/05/2026 Porsche Centre Egypt presented the globally celebrated Porsche x La Marzocco collaboration at Cafex Exhibition 2026, bringing together automotive performance, premium craftsmanship and specialty coffee culture in an immersive lifestyle setting.

Egypt |Porsche Centre Egypt participated in Cafex Exhibition 2026 through a dedicated display featuring the Porsche 911 alongside the Porsche x La Marzocco coffee machine collaboration, introducing local audiences to a unique blend of design, innovation and craftsmanship beyond the automotive world.

The activation highlighted the shared values between Porsche and La Marzocco, reflecting a mutual commitment to precision, craftsmanship, innovation and timeless design. By combining the presence of the iconic Porsche 911 with the globally recognised coffee machine collaboration, the experience created a refined environment where visitors could engage with both brands through a lifestyle-driven

lens.

Set within one of the region's leading specialty coffee exhibitions, the collaboration offered visitors an immersive experience merging performance automotive culture with premium coffee craftsmanship. The display further reinforced Porsche Centre Egypt's continued efforts to connect the brand with contemporary lifestyle communities and creative cultural experiences.

At the centre of the activation stood the Porsche 911, representing timeless performance and unmistakable design while complementing the craftsmanship and engineering philosophy behind the Porsche x La Marzocco collaboration. Together, the display reflected how design excellence and attention to detail can extend across industries while maintaining a shared commitment to quality and innovation.

Through initiatives such as this, Porsche Centre Egypt continues to expand its lifestyle positioning in Egypt, introducing audiences to experiences that combine automotive excellence with culture, craftsmanship and premium contemporary living.

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