

Porsche Centre Lebanon welcomes the new Cayenne Electric with two-day open event in Beirut

17/09/2026 The new Cayenne Electric made its debut in Lebanon at Porsche Studio Beirut, giving customers and the Porsche community the opportunity to discover and test drive the latest addition to the brand's electric portfolio.

Lebanon | Porsche Centre Lebanon welcomed the new Cayenne Electric to the Lebanese market with a two-day open event at Porsche Studio Beirut, marking a new chapter for the Cayenne and expanding the range of fully electric Porsche models available in the country.

Throughout the two-day event, guests were invited to discover three Cayenne Electric models on display. These included the Cayenne S Electric in Algarve Blue Metallic, the Cayenne Electric in Vanadium Grey Metallic and the Cayenne Coupé Electric in Monteverde Metallic. Guests also had the opportunity to get behind the wheel of the Cayenne Turbo Electric in Monteverde Metallic through

dedicated test drives.

Cayenne Electric Open Day 1

For the occasion, Porsche Studio Beirut was transformed with dedicated Cayenne Electric branding across its walls, drawing inspiration from the model's colours and visual identity. The setting provided customers and members of the Porsche community with an opportunity to explore the new model and learn more about its technology, performance and everyday usability.

“The arrival of the new Cayenne Electric marks an important new chapter for Porsche Centre Lebanon and for one of Porsche’s most recognised model lines,” said Assaad Raphael, CEO of Porsche Centre Lebanon.

Cayenne Electric Open Day 2

Next, the Cayenne Electric travelled to the North Coast for a dedicated test-drive event at Porsche NOW Almaza Bay. Customers and guests were able to experience the model behind the wheel, providing a hands-on introduction to the performance, driving dynamics and comfort of the new electric SUV.

The three-day activation also marked the closing of the Porsche NOW Almaza Bay summer pop-up. Alongside the test-drive programme, guests enjoyed DJ entertainment, premium catering and activities for families, bringing together the automotive and lifestyle elements of the Porsche experience.

“The Cayenne has always combined sports car performance with everyday usability and comfort. With the new Cayenne Electric, these qualities enter the electric era, bringing advanced technology and driving pleasure together in a model that remains unmistakably Porsche.”

The Cayenne Electric has been developed from the ground up as a fully electric model, combining Porsche performance with increased levels of comfort, versatility and everyday usability. The new generation introduces advanced electric technology while retaining the characteristics that have defined the Cayenne since its introduction, setting a new benchmark for the luxury electric SUV segment.

Beyond the vehicle experience, guests were introduced to the Cayenne Electric Lifestyle Collection alongside a curated selection from Porsche Design, presented through a dedicated display at Porsche Studio Beirut.

Porsche Centre Lebanon also collaborated with The Malt Gallery, Lebanon’s premium beverage specialist, to provide Taittinger champagne and non-alcoholic refreshments throughout the two-day event, complementing the relaxed setting of the open days.

The launch was supported by dedicated marketing and PR activities across digital and social media channels, extending the introduction of the new Cayenne Electric beyond Porsche Studio Beirut and raising awareness of its arrival in the Lebanese market.

The new Cayenne Electric is now available in Lebanon, further expanding the choice of electric Porsche models for customers and reinforcing Porsche Centre Lebanon's commitment to bringing the brand's latest products and technologies to the market.

MEDIA ENQUIRIES



Chris Jordan

Head of Public Relations Porsche Middle East & Africa
+971 4 356 9911
PR@porsche-me.ae



Mahvesh Sayed

PR Specialist Porsche Middle East & Africa
+971 4 356 9911
PR@porsche-me.ae

Link Collection

Link to this article
https://newsroom.porsche.com/en_AE/2026/products/porsche-centre-lebanon-cayenne-electric-43377.html

Media Package
https://pmdb.porsche.de/newsroomzips/cd8b1cc4-bc0b-47cb-975b-3828b25e6a0d.zip