

Heritage meets high-tech: two generations of Cayenne dazzle in Dubai

24/11/2025 More than 30,000 sports car enthusiasts from all over the world flocked to the fifth Icons of Porsche festival in the Dubai Design District, marking a new record number of attendees. One highlight was the meeting of two different generations of Cayenne: a reinterpreted classic and the new Cayenne Electric impressively demonstrated how broad the spectrum of individualisation at Porsche is today – from factory upgrades to bespoke one-offs.

The first generation of Cayenne has achieved cult status over the years. First unveiled in 2002, the SUV represented Porsche's bold move into a new segment and has built up a loyal fan base over the years. There are dedicated communities around the world where fans and collectors share their enthusiasm, exchange experiences and present their cars. One such modern classic recently visited Porsche's Sonderwunsch department; Phillip Sarofim, entrepreneur and dedicated car collector, had his 2009 Cayenne GTS completely refurbished to new-car condition and extensively individualised.

This first 'Factory Re-Commission' project involving a Cayenne attracted a great deal of attention at Icons of Porsche. The successful combination of historic character, striking off-road looks and modern customisation was a hit. The Paint to Sample colour Black Olive created the desired retro look of the exterior. The lower sections of the body, as well as the alloy wheels, are finished in matt black. In the interior, extensive leather upholstery in English Green (Leather to Sample) meets the iconic Pasha fabric pattern in Black/Olive. The seat centres, and even the inside of the glove compartment, are trimmed in this iconic Porsche textile.

More customisation options with the Cayenne Electric

Right next to the reimagined classic, Porsche presented the new Cayenne Electric – for the first time in public, just days after its digital world premiere.

The technologically pioneering electric SUV, which produces up to 850kW (1,156 PS), also attracted many visitors. Its new Porsche Driver Experience display and control concept with its elegantly curved Flow Display garnered just as much attention as its impressive performance figures and progressive design did.

Another area of focus was the significantly expanded possibilities for individualisation. Never before has a Cayenne been so extensively customisable from the factory in such a wide range of ways as the new all-electric model. Customers will soon be able to choose from 13 exterior colours, 12 interior combinations and up to five interior packages and five accent packages. The new leather colours Magnesium Grey, Lavender and Sage Grey, plus leather-free Race-Tex interiors with a Pepita textile option, bring iconic Porsche designs into the present. Trim strips and accent colours can be fine-tuned to precisely match the interior and exterior.

Together with the upgraded first-generation Cayenne in Dubai, the Cayenne Electric showcased the possibilities for individualising a Porsche using cars from more than two decades apart. The classic model demonstrates how first-generation vehicles can be transformed into bespoke one-offs through the Sonderwunsch programme. The Cayenne Electric, too, as well as offering the widest range of customisation options of any generation of Cayenne to date, can also be tailored to become a one-of-a-kind example through Porsche Exclusive Manufaktur.

Other highlights from the fifth Icons of Porsche festival

In addition to the two generations of Cayenne, Porsche also showcased other innovations and highlights at Icons of Porsche.

911 Turbo S

After its premiere at IAA Mobility in Munich, the new top-of-the-range model in the 911 series was also in the spotlight in Dubai. An innovative twin-turbo powertrain with T-Hybrid technology makes the new **911 Turbo S** the most powerful production 911 of all time, with a system output of 523 kW (711 PS).

Macan GTS

The **Macan GTS**is a particularly sporty addition toPorsche's range of all-electric SUVs. Its overboost power output of up to 420 kW (571 PS), the optional rear differential lock and the lowered sports air suspension noticeably take the agility of the model to a new level. Visually, including in the interior, the fifth variant of the Macan Electric features the characteristic GTS look with striking contrast details.

Panamera Turbo E-Hybrid Sonderwunsch

With the interior of the **Panamera Turbo E-Hybrid Sonderwunsch**, Porsche showcases how an individual customer dream can become a reality. Fade effects and contrasting colours that correspond to the exterior, as well as perfect craftsmanship, make the interior of this Panamera truly unique. The car's humidor and Champagne cooler are examples of how exceptionally luxurious ideas can also be realised in a car's interior as part of the Sonderwunsch programme.

911 GT3 with Manthey Kit

The **Manthey Kit** for the **911 GT3** (992.2) brings even greater performance on the racetrack. With enhanced aerodynamics offering significantly increased downforce, modified suspension, and upgraded brake components, it is designed for intensive track days. Equipped with the kit, the 911 GT3 lapped the Nürburgring-Nordschleife in 6:52.981 minutes – around 2.8 seconds faster than its predecessor fitted with the Manthey Kit.

911 Targa 4 GTS Art Car

Labubu is the most well-known character in the 'The Monsters' series. Together with the artist Kasing Lung, Porsche presented a strictly limited **collector's edition of the 'King Mon' character** in Dubai as well as an art car with Labubu behind the wheel. In doing so, the collaborators celebrated 10 years of 'The Monsters' and 60 years of the Porsche 911 Targa at the same time. The 25th anniversary of the **Carrera GT** super sports car also received special attention at this year's festival.

MEDIA ENQUIRIES



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Consumption data

Cayenne Electric (WLTP)*: Electrical consumption combined: 22.0 – 19.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

Cayenne Turbo Electric (WLTP)*: Electrical consumption combined: 22.5 – 20.4 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

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

718 Cayman GT4 RS (WLTP)*: Fuel consumption combined: 13.0 l/100 km; CO_2 emissions combined: 295 g/km; CO_2 class: G

Panamera Turbo E-Hybrid (WLTP)*: Fuel consumption weighted combined: 4.3 – 3.5 l/100 km; Fuel consumption with depleted battery combined: 11,0 – 10,0 l/100 km; Electrical consumption weighted combined: 19.8 – 18.8 kWh/100 km; CO_2 emissions weighted combined: 99 – 81 g/km; CO_2 class weighted combined: C – B; CO_2 class with depleted battery: G

911 Turbo S (WLTP)*: Fuel consumption combined: 11.7 – 11.5 l/100 km; CO_2 emissions combined: 266 – 261 g/km; CO_2 class: G

911 GT3 RS (WLTP)*: Fuel consumption combined: 13.2 l/100 km; CO_2 emissions combined: 299 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

Macan GTS (WLTP)*: Electrical consumption combined: 20.6 – 18.5 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).

Image Sublines

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Subline: [ci:Cayenne-E4], [ci:Cayenne-Turbo-E4]

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Subline: [ci:Macan-GTS-Electric]

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