

Porsche expands its presence in Saudi Arabia with Porsche Now Pop-Up at Roshn Front

16/02/2026 Porsche Saudi Arabia has officially opened its temporary Porsche Now Pop-Up store at Roshn Front in Riyadh, marking a new chapter in the brand's commitment to delivering innovative experiences that seamlessly blend advanced design, sustainability, and the distinctive Porsche lifestyle.

Saudi Arabia |The opening reflects Porsche's ambition to bring the brand experience closer to its community in the Kingdom, creating a space where guests can connect with Porsche in a more relaxed and personal way. Designed as a sustainable and environmentally conscious showroom concept, the pop-up space offers an inviting environment that blends automotive with lifestyle and culture.

At its heart is a dedicated fitting and experience lounge, where visitors can explore Porsche Lifestyle collections in a comfortable, welcoming setting. Alongside this, two Porsche models are on display, allowing guests to experience the design, craftsmanship, and presence of the brand upclose and discover what makes Porsche an icon on and off the road.

The official launch event took place on Saturday, 14 February, welcoming invited guests and Porsche 911 owners for an exclusive celebration. Attendees enjoyed an elegant atmosphere highlighted by live saxophone performances and a curated brunch experience, creating a festive ambiance that reflected the spirit of the Porsche community.

The Porsche Now Pop-Up store serves as a dynamic new destination for enthusiasts in Riyadh, where performance meets luxury in a thoughtfully designed space that captures the essence of the brand's lifestyle and its forward-looking vision.

In The Media

Please click here for coverage from Souq News, Arab News and Alam Arrajol.

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