

Icons of Porsche in Dubai - the coolest automotive festival - sets new benchmarks in 2025

24/11/2025 Dubai. The Icons of Porsche festival has staged its fifth edition and best event yet over the weekend in the Dubai Design District. The gathering that celebrates classic cars, art and culture, was quite simply, cooler than ever.

The first public viewings of the Cayenne Electric, Macan GTS and 911 GT3 Manthey Kit were popular highlights of the festival.

More than 30,000 fans attended across Saturday and Sunday. For the second consecutive year, tickets for both days of the festival were sold out before gates opened to the public.

Representatives from more than 50 Porsche clubs and communities around the world attended. The shared passion and excitement for the over 1,000 Porsche sportscars on-site was the common bond amongst attendees.

“This year’s Icons of Porsche was the best one yet,” said Dr. Manfred Braeunl, CEO of Porsche Middle East and Africa.

“Looking into the faces of the enthusiastic fans here this weekend gave me goosebumps.

“This event is simply unique. People coming together from around the world, sharing their passion for Porsche.”

Sonderwunsch and Exclusive Manufaktur highlights were plentiful across the 58,000 square metre event precinct. The first ever ‘Factory Re-Commission’ project involving a Cayenne was unveiled, as well as a unique Panamera Turbo.

Motorsport highlights included the Porsche 963 RSP, 911 GT3 R Rennsport, 917/30, 962 and 911 GT3 Cup the ‘Raceborn’ zone.

The diverse crowd enjoyed a wide variety of attractions, highlighted by a creation by Labubu creator and artist, Kasing Lung.

Lung, who was present at the festival, was on-hand to unveil 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.

In The Media

Feature articles by Autocar India, Gulf News, The National, MSN, Boss Hunting, Autoweek, Nachrichten, Auto Critica, Australian Car Mechanic and Esquire.

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

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart