

Porsche Centre Réunion unveils the new all-electric Macan

05/12/2024 An exceptional launch for a reimagined icon.

La Reunion | Porsche Centre Réunion invited local journalists on December 4, 2024, for the exclusive presentation of the new all-electric Macan. The following day, December 5, an event brought together the press, customers, and partners for the official launch of this groundbreaking model, attended by François Caille, CEO of the Caillé Group, who celebrated this historic moment.

The evening was marked by an atmosphere worthy of the Macan legend, featuring a DJ, light displays, exquisite catering, and décor designed in the modern, futuristic spirit of the new Macan. Ten years after the first Macan's debut, Porsche is taking a bold step forward by reinventing this iconic model in a 100% electric version.

"The Macan has always embodied Porsche's excellence: the perfect combination of performance, design, and technology. Today, we are celebrating not only the arrival of a new model but the evolution of an icon as we enter the era of electromobility, without compromise." said François Caille, CEO of the

Caillé Group.

The All-Electric Macan: A Sporting and Sustainable Revolution

The new all-electric Macan marks a significant leap forward for Porsche, both in the field of electromobility and technological innovation. Designed to offer dynamic and sporty driving, true to the brand's DNA, this model represents the perfect fusion of power, agility, and environmental responsibility.

The all-electric Macan is equipped with a next-generation propulsion system, ensuring exceptional performance with thrilling acceleration while offering an impressive range thanks to a high-capacity battery. The design, while staying true to the Macan's DNA, has been reimagined to reflect Porsche's modern and futuristtic aesthetic.

Key innovations include fully integrated connectivity, with a revolutionary digital interface. The built-in navigation system uses real-time data to optimize range and battery management, while providing an intuitive and personalized driving experience.

A New Era for Porsche Réunion

The launch of the new all-electric Macan also marks an important milestone for Porsche Centre Réunion, furthering its commitment to the energy transition and electromobility. "With the arrival of this model, we continue to offer our Réunion clients exceptional vehicles, while contributing to a more sustainable future." added François Caille.

The first customers of the all-electric Macan will soon experience this iconic vehicle and enjoy a unique driving experience, perfectly aligned with Porsche's core values: performance, quality, and innovation.

An Icon Reimagined for the Future

Since its launch in 2014, the Macan has become one of Porsche's most popular models. With the introduction of this all-electric version, Porsche continues to push the boundaries of automotive technology and redefines the car of tomorrow, while staying true to the spirit of performance and sportiness that has made the brand famous.

The new all-electric Macan is now ready to usher in a new era of automotive excellence, where the power of sports driving meets environmental responsibility. With this model, Porsche once again solidifies its leadership position in the luxury electromobility space.

In The Media

Click here for coverage from Vroum and AutoZone Reunion.

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

Consumption data

Taycan Turbo S (Predecessor model)

*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).

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