

Porsche Morocco unites its community for the second edition of the Porsche Tour & Ftour

13/03/2026 Porsche Morocco brought together its community of owners, enthusiasts, media and content creators for the second edition of the Porsche Tour & Ftour, a four-day programme combining a convoy drive experience with traditional Ramadan hospitality.

Morocco |Porsche Morocco hosted a series of exclusive Porsche Tour & Ftour gatherings from 8 to 11 March 2026, inviting different segments of its community to share the experience of driving together before coming together for Iftar at Porsche Centre Casablanca. The initiative marked the fourth consecutive year that Porsche Morocco has hosted Iftar celebrations with its customers, reinforcing the brand's commitment to building a strong community of enthusiasts around the Porsche experience.

Participants embarked on a convoy drive through the scenic routes of Khouribga and Benslimane before arriving at Porsche Centre Casablanca, where the evening continued with a refined Iftar gathering accompanied by an Andalusian music concert. The programme welcomed Porsche Club members on 8

March, journalists and content creators on 9 March, and customers across two dedicated evenings on 10 and 11 March, creating tailored moments of engagement across the Porsche community.

The event also served as an exclusive preview of the newly renovated Porsche Centre Casablanca ahead of its official reopening to the public on 12 March. Guests were among the first to discover the refreshed showroom environment, alongside a curated presentation of Porsche Exclusive Manufaktur show cars and Paint to Sample finishes. The evenings further featured a preview of the new 911 Turbo S Cabriolet and the presentation of the new Cayenne Black Edition.

“The Porsche Tour & Ftour reflects our commitment to building a strong community of Porsche enthusiasts and owners in Morocco,” said Sebastien Poncet, Brand Manager of Porsche Morocco. “By combining the passion for driving with the warmth of shared hospitality during Ramadan, we create meaningful moments that bring our community closer together while celebrating what makes the Porsche experience unique.”

Now in its second edition, the Porsche Tour & Ftour continues to grow as a distinctive format that connects Porsche with its audiences in an authentic and experiential way.

“The success of the Porsche Tour & Ftour in its second edition demonstrates the growing enthusiasm for experiences that bring together driving passion, community and lifestyle,” said Meriem El Rhazi, MarkCom & Business Development Manager. “It also provided the ideal platform to engage with media, content creators and customers while showcasing Porsche’s Exclusive Manufaktur programme and the individuality it offers to our clients.”

Through initiatives such as the Porsche Tour & Ftour, Porsche Morocco continues to deepen its engagement with owners, prospects and brand enthusiasts.

“Events like this allow us to nurture long-term relationships with Porsche owners and future customers, while bringing together different segments of the Porsche community,” said Asmaa Habibi, CRM Specialist. “The convoy drive creates a shared Porsche experience that reinforces the connection between drivers, the brand and the community.”

With the Porsche Tour & Ftour continuing to evolve year after year, Porsche Morocco further strengthens its approach to community-led experiences that blend driving passion with cultural moments and meaningful customer engagement.

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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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