

Porsche Centre Doha unveils the new 911 Turbo S in Qatar

21/04/2026 Porsche Centre Doha, Al Boraq Automobiles Co. w.l.l, hosted the official Qatar debut of the new 911 Turbo S at its flagship showroom in Medina Centrale, The Pearl. The launch marks a key moment in the brand's ongoing celebrations of 20 years of Porsche and Al Boraq Automobiles Co. partnership and 50 years of Turbo legacy.

Qatar |On 21 April 2026, Porsche Centre Doha welcomed customers and enthusiasts for an exclusive public launch event, unveiling the latest generation of the 911 Turbo S in a setting that combined performance, innovation and luxury. The event also forms part of the wider celebrations marking 20 years of Al Boraq Automobiles representing Porsche in Qatar.

The one-day activation transformed the showroom into an immersive experience, where guests were invited to discover the new model up close and engage with its defining features. A live reveal moment showcased three unique vehicles through a curated light and sound presentation, tracing the evolution of the 911 Turbo since its introduction in 1974 and reinforcing its status as one of Porsche's most iconic nameplates.

At the centre of the evening was the new 911 Turbo S, representing the latest evolution of Porsche's high-performance flagship. The model introduces a new T-hybrid system delivering 711 hp and 800 Nm of torque, enabling acceleration from 0 to 100 km/h in 2.5 seconds. Enhanced adaptive aerodynamics and a wider stance, with an increase of 45 millimetres at the front and 20 millimetres at the rear, contribute to improved grip and dynamic performance.

"Our launch of the new Porsche 911 Turbo S marks more than the arrival of an iconic performance model; it represents the continuation of a journey defined by innovation, precision, and an unwavering passion for excellence. As we celebrate 20 years of partnership between Al Boraq Automobiles and the Porsche brand, we reflect on a legacy built on trust, resilience, and a relentless pursuit of delivering exceptional experiences to our customers." said Salman Jassem Al-Darwish, Chief Executive Officer, Porsche Qatar.

Guests also had the opportunity to explore the vehicle's design and personalization options, including Paint to Sample finishes such as Elfenbein (Ivory White) and Oak Green Metallic Neo, highlighting the craftsmanship and individuality offered through Porsche Exclusive Manufaktur.

The event was designed to bring customers closer to the product, offering an early-access experience that supports Porsche's strategy of translating digital interest into direct showroom engagement. By presenting the technological advancements of the new T-hybrid system in a physical setting, the launch enabled guests to better understand the performance capabilities and engineering innovation behind the model.

"For many, cars are defined by numbers but sometimes, they become something far more personal: a memory, a dream. The Porsche 911 Turbo S represents that journey, combining precision, power, and an unmistakable feeling that stays with you long after the drive. It is not just a car that pushes the boundaries of engineering, but one that inspires the next generation to dream, just as it once inspired me." said Jassim Mohammad Al-Darwish, Chief Operations Officer Assistant, Porsche Qatar.

Strong customer interest and early demand from existing 911 owners were observed throughout the evening, with immediate lead generation recorded during the event. The launch also reinforced Porsche's 'Future Heritage' narrative, demonstrating how the brand continues to evolve through electrification and hybridisation while maintaining the core performance character that defines the 911 Turbo.

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