

Porsche Carrera Cup Middle East makes its historic debut in Abu Dhabi

25/01/2024 Porsche Centre Abu Dhabi and Al Ain recently hosted 878 VIP customers and motorsport enthusiasts at the world-class Yas Marina Circuit for the fourth round of the Porsche Carrera Cup Middle East Championship.

Abu Dhabi | The inaugural weekend of Porsche Carrera Cup Middle East racing to be held in Abu Dhabi on January 25-26 at the Yas Marina Circuit was a spectacular success both on and off the track, showcasing Porsche's commitment to motorsport and customer experience with 878 guests enjoying the trackside action mixed with world-class VIP hospitality and family-friendly entertainment across two days.

The weekend featured an array of events on and off the circuit including driving activities with 74 customer-owned cars taking part, allowing drivers to demonstrate their on-track driving skills with professional guidance as well as pit walks, grid access moments before the racing started and simulator

challenges in the corporate hospitality. Porsche Lifestyle merchandise was offered to top performers in each activity and special presentations were provided for GT owners and enthusiasts.

“We are thrilled to bring the Porsche Carrera Cup Middle East to Abu Dhabi, marking a significant moment for Porsche Motorsport in the region,” the General Manager, Porsche Centre Abu Dhabi & Al Ain, Wissam Khalil said.

“This event was an exciting opportunity for us to engage with our passionate community of customers, motorsport fans and families alike,” Wissam added.

Special presentations, including a Manthey session for GT owners as well as allowing attendees to experience Porsche's iconic cars first-hand through driving activities and simulator challenges were just a few of the examples highlighting Porsche's ongoing commitment to delivering exceptional experiences for both customers and motorsport enthusiasts in Abu Dhabi.

Together with event partners, the Yas Marina Circuit, Porsche Centre Abu Dhabi and Al Ain was able to engage with customers and demonstrate the brand's motorsport legacy in a fun and interactive way while offering an immersive experience at arguably the world's best Formula One-sanctioned motorsport venue.

This weekend marked a milestone for Porsche in the Middle East reflecting Porsche's continued support for motorsport in the region, emphasising the Porsche Motorsport legacy across the Middle East as a leader in both performance and customer experiences.

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

Link Collection

Link to this article
https://newsroom.porsche.com/en_AE/2024/motorsports/porsche-carrera-cup-middle-east-in-abu-dhabi.html

Media Package
https://pmdb.porsche.de/newsroomzips/e45e17ad-d3ec-4f9a-99d2-414d0dfc781e.zip

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