



Porsche celebrates the opening of a new state of the art showroom in Al Khobar

21/05/2025 Porsche Saudi Arabia and SAMACO Motors celebrated the launch of a new state-of-the-art Porsche Centre in Al Khobar, featuring the latest 'Destination Porsche' design, a Carrera Café, and dedicated EV charging stations.

Saudi Arabia | Porsche Saudi Arabia unveiled the newly refurbished, state-of-the-art Porsche Centre in Al Khobar on 21 May 2025. A ribbon-cutting ceremony marked the opening of the facility, built to the new 'Destination Porsche' corporate identity architecture.

This facility encompasses a total area of 1,263 square meters and includes a combined new and pre-owned car showroom. The elevated showroom can accommodate up to 16 car displays and features the brand-associated Carrera Café.

Guests had the opportunity to experience the passion and precision of both new and pre-owned models

while enjoying amenities such as a fitting lounge, the Porsche Lifestyle store, and an equipment area, all within the state-of-the-art facility.

Porsche's commitment to e-performance was also highlighted, with three e-charger outlets available in the parking area, one DC and two AC charging stations.

"The opening of this facility is a significant milestone. It represents the enhancement of the Porsche experience for customers in this market," said Rashad Embaby, General Manager, Porsche Saudi Arabia.

The event was attended by key representatives from SAMACO Motors, Porsche Middle East and Africa, and Porsche Saudi Arabia.

"The opening of the renovated showroom in Khobar represents a strategic step in strengthening our sales presence across the Saudi market," said Mohamed Saeed Hassan, Director - Sales, Porsche Middle East and Africa.

"It also emphasises the commitment of SAMACO Motors, our long-term partners in the kingdom."

In The Media

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