



Porsche customers and enthusiasts are now closer to their favourite marque with the addition of a new dealership strategically located in Central Morocco to complement the existing Porsche Centre in Casablanca.

## Porsche family expands horizons with new Marrakech dealership

01/02/2024 Porsche owners in Central Morocco can now enjoy Sales, Aftersales and Service conveniently closer to home

**Morocco** | Porsche's growth plans for Morocco are on target with the opening of a new dealership and service centre in Marrakech in the central part of the country. This expansion will dramatically increase Porsche's reach in the country in addition to its staple Casablanca location.

Société Boudarka, Marrakech, the new retail operator for Porsche, comes with a proven track record, working with the Volkswagen, Audi and Skoda brands. Becoming a Porsche Centre has involved substantial investment to build the new facilities which will stand-alone from their other brands.

"Having Porsche Centres now in Marrakech and Casablanca gives us great coverage across Morocco," said Sebastien Poncet Brand Manager Porsche Morocco.

“As a brand we are glad and proud to expand the network and get closer to our customers to provide them with our full service and support facilities. Morocco is a rapidly growing market for Porsche and the benefit of adding Marrakesh will be increasingly popular to our existing and future customers of performance coupes, SUVs and EVs,” Poncet said.

“Morocco is a flourishing market for Porsche Middle East and Africa and one that is also embracing electrification with the installation of free Porsche Destination Charging fast chargers across the country. This is just one example of how we are working closely with our partners and customers in Casablanca and now Marrakech,” said Dr Manfred Bräunl, Chief Executive Officer of Porsche Middle East and Africa FZE.

“This investment into the community along with plans for further network expansion cements what is an already solid relationship with Porsche Middle East and Africa as we enter 2024 with a brace of new models on the way including our first ever electric SUV, the all-new Macan,” Bräunl said.

“Adding the pinnacle of sports cars to our portfolio has been our goal for a very long time at Société Bouderkha. Porsche represents everything we embody as a business, catering for people who are passionate about their cars. We are looking forward to the journey working with Porsche Morocco and Porsche Middle East and Africa with an exciting range of new models in the pipeline,” said Karim Bouderkha, Porsche Centre Marrakech owner. “

## In The Media

[Click here](#) for coverage from Gentlemen Drivers Magazine and Deco Actuelle.

# MEDIA ENQUIRIES



### Chris Jordan

Head of Public Relations Porsche Middle East & Africa  
+971 4 356 9911  
cjordan@porsche-me.ae



### Mahvesh Sayed

PR Specialist Porsche Middle East & Africa  
+971 4 356 9911  
mahvesh.sayed@porsche-me.ae

## Consumption data

**Taycan Turbo S** (Predecessor model)

\*Further information on the official fuel consumption and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO<sub>2</sub>-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO<sub>2</sub>Emissions 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](http://www.dat.de)).

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