



Das Treffen X: Celebrating a decade of Porsche passion in Southeast Asia

15/12/2024 Inaugural Porsche Club Presidents' Meeting and Porsche Club Night at Curvistan Bangkok

The milestone event at IMPACT Speed Park, Bangkok, brought together more than 3,800 enthusiasts and 734 cars across generations through themed zones that showcased Porsche's iconic heritage, cutting-edge innovation, and diverse lifestyle appeal.

Porsche passion in Southeast Asia returned to centre stage as Das Treffen celebrated its milestone 10th edition at IMPACT Speed Park, Bangkok. First conceived by Porsche aficionado Sihabutr "Tenn" Xoomsai, Das Treffen has grown from a casual gathering of like-minded enthusiasts into a vibrant cultural phenomenon – a showcase of camaraderie, driving passion, and the Porsche spirit that connects generations.

“Reaching ten editions of Das Treffen is something I never expected when we first gathered here as a small group of enthusiasts,” Mr. Xoomsai said. “This achievement has been made possible only through the steadfast support of our partners and the incredible Porsche community across Asia. Their dedication and passion for Porsche brings this event to life year after year, and for this my team and I are deeply grateful – and genuinely excited for what the next decade will bring.”

This year, the atmosphere was elevated further as the venue transformed into a series of immersive, themed zones curated by Porsche and anchored by a dedicated Porsche Thailand hospitality village. Guests explored exclusive merchandise at the Porsche Lifestyle Boutique, stepped into the world of motorsport through thrilling racing simulators on iconic tracks, and discovered a tapestry of stories that continue to shape Porsche’s legacy.

Legendary Porsche 956 on display

A standout highlight was the Motorsport zone, where a legendary Porsche 956 took centre stage after being flown in specially from the Porsche Museum. The 956 was one of the most dominant endurance racing machines of the 1980s, securing four consecutive overall victories at the 24 Hours of Le Mans from 1982 to 1985, and setting new benchmarks in aerodynamics and speed that defined an entire era.

Displayed alongside it was the formidable 963 LMDh race car, fresh from its IMSA Championship triumph and second-place finish at Le Mans 2025. Together, the two icons formed a striking narrative arc – bridging Porsche’s storied Raceborn heritage with its forward-looking vision for motorsport innovation.

Across the event grounds, additional thematic zones brought to life the many dimensions of Porsche identity. In the Adventure zone, a specially prepared Cayenne S E-Hybrid Coupé – built in Malaysia for Thailand and famed for its remarkable 22,000-kilometre journey from Bangkok to Stuttgart across 17 countries in 61 days – stood as a testament to endurance and all-terrain capability.

The Performance zone showcased the timeless excellence of the 911 and 718, while the Urban zone highlighted the Taycan and Macan as flagbearers of Porsche’s electrified future. Meanwhile, the Heritage zone celebrated the marque’s cultural legacy with the 911 Spirit 70, a limited-edition model evoking the vibrant colours, patterns, and lifestyle of the 1970s.

Running in parallel to the celebrations, Porsche Asia Pacific hosted its inaugural regional Porsche Club Presidents’ Meeting in Bangkok, bringing together Porsche Club Presidents and regional leaders for a day of dialogue, shared best practices, and cross-market inspiration. The meeting provided a valuable platform for Clubs to present their standout initiatives from 2025, strengthen collaborative ties, and reaffirm the importance of community within the global Porsche family.

The celebrations continued into the evening with the Porsche Club Night at Curvistan Bangkok, the brand’s immersive lifestyle and community space in the heart of Thong Lo. More than 280 Porsche Club members from all over Asia came together for the official opening of Curvistan’s latest exhibition, curated by Stefan Bogner and fittingly dedicated to the “Porsche Communities”.

“Porsche communities are the heartbeat of our brand,” said Yannick Ott, Director Marketing Porsche Asia Pacific. “Das Treffen X, Curvistan and our first-ever regional Porsche Club Presidents’ Meeting underscore how the passion, purpose, and people behind the crest come together to create something truly unique. This is the spirit that propels our brand forward,” Mr. Ott continued.

Das Treffen X was more than a car gathering; it represented the culmination of a decade of Porsche passion right in the heart of Asia, offering something for every kind of enthusiast. Porsche owners could put their skills to the test in an exhilarating slalom challenge, while the evening evolved into a lively festival atmosphere with food trucks and live music – the perfect backdrop for an unforgettable celebration.

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Subline: Porsche Club Night at Curvistan Bangkok

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