Porsche Cayenne Electric makes public debut at Icons of Porsche

24/11/2025 Customer choice – from powertrains and model derivatives to individualization – remains central to Porsche's philosophy today, and in the future. Following its public debut at the weekend at the Icons of Porsche gathering in Dubai, the Cayenne Electric – the most customizable variant yet - is now available to order in the United States and is generating strong interest.

Atlanta/Dubai. Customers are responding enthusiastically to the range of personalization options available with the new Cayenne Electric. Since its debut last week, the Porsche USA configurator has recorded over 110,000 configurations for the Cayenne Electric in the U.S., reflecting high engagement among customers. The Cayenne Electric offers 13 standard colors, nine-wheel designs and 12 interior combinations to select from. In parallel, the hand raiser program for the car has seen 10,500 enthusiasts and prospective customers express interest in the car – far exceeding expectations.

The Cayenne Electric is new from the ground up and represents a phenomenal achievement – the most capable, spacious and performance-oriented iteration yet. It perfectly complements the existing ICE and Hybrid variants of the car which will continue to be sold alongside the new Cayenne Electric,"

said Timo Resch, President and CEO of Porsche Cars North America. ☒That we've seen such interest in the Cayenne Electric is gratifying – with the first cars in our dealers towards the end of summer 2026, we're looking forward to sharing more news and demonstrating what it is capable of in the coming months."

Analysis of the interest in the car to date has seen prospects visiting the Porsche USA make extensive use of the customization options on the configurator. Within the myriad of possibilities, an Algarve Blue Metallic exterior with a Club Leather Espresso interior was the most popular combination for the Cayenne Turbo Electric.

Beyond the diverse range of standard options available, the Cayenne Electric can be specified from an array of Paint to Sample (PTS) colors, with customers also being able to create a true one off via the Sonderwunsch – special wishes – program.

As a demonstration of the scope of the Sonderwunsch program, in parallel with the public debut of the Cayenne Electric, a special first-generation Cayenne made its first appearance. Created for a private customer, the car was finished in Blackolive (a Paint to Sample color) with an English Green interior – and had been restored from the ground up.

"So far, we have mainly carried out such elaborate Factory Re-Commission projects for classic Porsche or for rarities such as the Carrera GT," says Alexander Fabig, Vice President Individualization and Classic at Porsche. "The fact that we have now rebuilt a 16-year-old Cayenne to new car condition and made it an absolutely unique piece shows how diverse the dreams of Porsche enthusiasts are. And it once again underlines the iconic status of the Cayenne."

The Cayenne has seen sustained popularity in the U.S. since its launch in 2002, most recently accounting for 22,432 sales in 2024.

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