

Porsche opens Studio in the heart of Istanbul

16/12/2025 The new Porsche Studio Istanbul showcases the new Cayenne Electric for the first time in Turkey.

Porsche AG is unveiling one of its most comprehensive applications of Porsche's global Studio concept in the heart of Istanbul, Etiler. A collaboration between Porsche Central and Eastern Europe (PCEE) and Doğuş Otomotiv (Porsche Türkiye), Porsche Studio Istanbul blends the brand's design DNA, modern luxury philosophy, and racing spirit with the iconic cultural heritage and diversity of the city.

Located in a vibrant district at the center of Istanbul, the new Porsche Studio offers brand enthusiasts a meeting place spanning 680 square meters over two levels where they can experience the latest models, explore personalisation options through Porsche Exclusive Manufaktur, and engage with Porsche consultants and brand lovers in a welcoming and cozy atmosphere.

Unlike traditional showrooms, Porsche's Studio concept emphasises interaction, community, and lifestyle in the heart of the world's busiest cities. The spaces, designed to reflect local influences,

include areas for cultural events and community gatherings, creating opportunities for enthusiasts and customers to connect with the brand in more accessible and convenient ways.

City-centered brand experiences

Porsche Studio Istanbul is the 28th active Studio concept worldwide and the second in Central and Eastern Europe. The opening is part of Porsche AG's global strategy to develop urban retail spaces that combine design, technology, and community engagement. The Studio illustrates Porsche's vision for the future of automotive retail, where brand experience and customer connection are as important as the vehicles themselves.

“Istanbul’s creative energy and entrepreneurial spirit make it the perfect home for our Studio concept, which turns a car purchase into a lifestyle experience," says Michael Kirsch, CEO of Porsche Central and Eastern Europe. “Turkey plays a strategic role in our regional growth, and the Studio is an important addition to our presence in one of the most dynamic markets in the region."

A multi-level “Home for Dreamers"

Porsche Studio Istanbul stands out among urban retail concepts with its modern architecture, experience areas, digital touchpoints, and event spaces.

Visitors can configure their dream Porsche in two dedicated technological configuration areas, tailoring every detail according to their preferences. Afterwards, they can review and refine their choices with Porsche Studio Istanbul's dedicated sales consultants in comfortable, private meeting spaces.

"Istanbul has its own rhythm and character, and we wanted the Studio to reflect that," says Anıl Gürsoy, General Manager at Doğuş Otomotiv. “Backed by our colleagues at Porsche AG and the regional office at Porsche Central and Eastern Europe, we’re building a more open and dynamic relationship with our local community. Porsche Istanbul is proof of that commitment."

Beyond the product experience, the Studio elevates every aspect of the visit through curated lifestyle, design, and hospitality offerings.

Located on the ground floor, the Porsche Lifestyle Boutique area offers an extensive product collection reflecting the brand's sporty dynamism and exclusive lifestyle.

Visitors can then move to the Porsche Café and lounge area to enjoy premium flavors while immersing themselves in the Porsche world. Designed with cues from Istanbul's vibrant fabric and modern luxury architectural elements, the café showcases the brand’s global partnership with La Marzocco, serving premium Italian coffee alongside authentic Turkish coffee and a selection of high-quality local pastries.

New Cayenne Electric unveiled

The opening of Porsche Studio Istanbul marked another milestone with the first presentation in Turkey of Porsche's new fully electric SUV model, the Cayenne Electric. This debut immediately positioned the Studio as a key touchpoint for Porsche's future product direction and its growing electric portfolio.

MEDIA ENQUIRIES



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Consumption data

Cayenne Electric (WLTP)*: Electrical consumption combined: 22.0 – 19.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

911 Carrera GTS (WLTP)*: Fuel consumption combined: 10.6 – 10.1 l/100 km; CO_2 emissions combined: 242 – 230 g/km; CO_2 class: G

911 Targa 4 GTS (WLTP)*: Fuel consumption combined: 10.8 – 10.5 l/100 km; CO_2 emissions combined: 245 – 239 g/km; CO_2 class: G

Macan 4 (WLTP)*: Electrical consumption combined: 20.5 – 17.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions 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).

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