

FAT Ice Race 2026: Between tradition and future

03/02/2026 The FAT Ice Race once again proved to be a vibrant meeting place for motorsport culture, design and community.

Piercing cold, fresh powdery snow and perfectly prepped ice: Zell am See and the surrounding area were in peak winter condition for the FAT Ice Race 2026. Against the awe-inspiring backdrop of snow-covered mountains, motorsport tradition once again met modern performance.

Among historic racing cars, rally machines, high-end performance vehicles from a variety of brands, and classic Porsche 356 icons, this year's event also saw the Ice Race debut of the new Cayenne Electric. The all-electric SUV put on a show for visitors with exciting demonstration laps and passenger rides.

A technological milestone: the Cayenne Electric

"The Cayenne Electric delivers performance in a completely new dimension," says Michael Schätzle,

Vice President Product Line Cayenne. A key factor is its new drive system, offering up to 850 kW (1,156 PS, Cayenne Turbo Electric: émissions de CO_2 en cycle mixte (WLTP) 0 g/km, consommation électrique en cycle mixte (WLTP) 22,5 – 20,4 kWh/100 km, Autonomie électrique combinée (WLTP) 557 – 622 km, Autonomie électrique en zone urbaine (WLTP) 699 – 783 km) and 1,500 Nm of torque. The immediate responsiveness of the electric motors, combined with the car's off-road driving mode and finely tuned accelerator pedal, enables exceptionally precise control of power delivery.

"I received an incredible amount of positive feedback," Schätzle says after the taxi rides. "The car sits beautifully on its rear axle, has very attractive proportions and exudes an extraordinary sense of sportiness. And it drives fantastically." The Cayenne Electric's drift laps were accompanied by former factory driver Timo Bernhard and Jörg Bergmeister, who were piloting a revived 964 buggy. For many years, this vehicle had served as a demonstration car for the Porsche Sport Driving School.

"Two generations of Porsche cars and technology together on track – that must have been a highlight for the spectators," says Schätzle. "Old and new, combustion engine and electric – it's a wonderful and thrilling contrast."

Car culture, community and new ideas

The FAT Ice Race is far more than a motorsport event: it is a hub for modern car culture, social media communities and intergenerational exchange. Rare cars, design installations, music and culinary experiences create a unique atmosphere blending lifestyle and motorsport DNA.

In keeping with this spirit, a new initiative from Porsche's global community management celebrated its premiere: Porsche Youngsters. During an experiential week with workshops and community formats, the foundations were laid for a programme aimed at opening new pathways into the Porsche Club world for young enthusiasts. Visiting the F.A.T. Ice Race was an exciting highlight for participants – and offered a glimpse of how tomorrow's club communities may look.

The FAT Ice Race celebrates the automobile

The FAT Ice Race 2026 once again demonstrated that motorsport is about far more than simply lap times and the pursuit of tenths of a second. It is an expression of culture, community and passion for the automobile – values that have always shaped Porsche.

"Our motto is: fun over speed," explains organiser Ferdi Porsche, capturing the special appeal of the FAT Ice Race. "There are around 8,500 visitors here on site. They're cool people with a positive attitude, who simply want to enjoy themselves and experience a great party, while at the same time taking an interest in motorsport history." At the Ice Race, the focus is on cultural momentum: it's not about being the fastest, but about telling a good story. "That's how we keep historic motorsport relevant for the younger generation."

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