

Porsche Saudi Arabia takes performance off-road

02/02/2026 SAMACO Motors the official importer of Porsche Saudi Arabia, successfully hosted an exclusive two-day off-road experience from 30 to 31 January 2026 at Nofa Resort, bringing Porsche's distinctive performance DNA to a breathtaking desert setting.

Saudi Arabia |Designed to educate, excite, and inspire, the experience offered a unique opportunity to explore the brand's off-road capabilities through guided test drives and curated hospitality. Set against the dramatic desert landscape of Nofa Resort, the event highlighted the performance advantages of Porsche's off-road lineup.

On January 30, the experience commenced with an exclusive desert drive dedicated to owners of the legendary Porsche 911 Dakar, where guests explored the model's unique engineering and exceptional off-road prowess across challenging terrain. As the day transitioned into the evening, guests gathered for a refined outdoor BBQ dinner, unwinding in an elegant setting beneath the desert sky and extending the experience beyond the drive itself.

Building on this momentum, the following day welcomed Porsche customers for a full-day desert experience focused on the brand's SUV lineup. Participants test drove the Porsche Cayenne and Porsche Macan, experiencing firsthand dynamic performance, versatility, and comfort across varied off-road conditions. The driving activities were complemented by refined hospitality in a stunning natural environment, creating a balanced program that seamlessly combined exhilaration with elegance.

With its carefully curated journey and exceptional setting, the Porsche Saudi Arabia Off-Road Experience stood as a testament to the brand's ability to deliver immersive moments that go beyond expectation. Hosted at the iconic Nofa Resort, the event offered guests an authentic expression of Porsche performance in its most adventurous form.

In The Media

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