Exceptional icons, one showroom: Porsche Centre Lebanon celebrates the 911

03/08/2026 Porsche Centre Lebanon has transformed its showroom into a celebration of the Porsche 911, bringing together an exceptional collection of limited-edition, Exclusive Manufaktur and high-performance models, offering visitors a rare opportunity to experience some of the most distinctive 911 models in one location.

Lebanon | Porsche Centre Lebanon has unveiled a dedicated showroom display celebrating the Porsche 911, following the arrival of an exceptional number of rare and highly individualised examples.

As part of the Porsche Exclusive Manufaktur dealer network, Porsche Centre Lebanon regularly receives vehicles that have been personalised in Zuffenhausen according to the individual wishes of their owners. The concentration of recent arrivals presented an opportunity to bring them together in a showcase where each car represents a distinct expression of heritage, performance and individuality.

The display brings together the 911 Spirit 70 limited edition, a selection of Porsche Exclusive Manufaktur commissions, the new 911 Turbo S, the iconic 911 Targa 4 GTS, the 911 GT3, the 911 GT3 Touring Package and the 911 Carrera GTS. Presented side by side, the collection demonstrates the breadth of the 911 range, from open-air driving and everyday sports car usability to highly focused, motorsport inspired performance.

“Bringing this many exceptional 911 models together under one roof is a rare occasion, and one we wanted to share with our customers and with the wider Porsche community in Lebanon,” said Assaad Raphael, CEO of Porsche Centre Lebanon.

“Each car in this display tells its own story, whether through a limited edition, a bespoke Exclusive Manufaktur specification or a distinct performance character. Together, they capture what makes the 911 so special and why it continues to inspire such passion among Porsche enthusiasts.”

Central to the showcase is the 911 Spirit 70, a limited-edition Heritage Design model that draws on the design language and colour and material palette of the 1970s, reinterpreted through contemporary craftsmanship. Alongside it, the new 911 Turbo S marks the arrival of the latest generation of the model at Porsche Studio Beirut, while the 911 GT3 and 911 GT3 with Touring Package embody the motorsport DNA at the heart of the 911.

The showcase also highlights the extensive personalisation possibilities available through Porsche Exclusive Manufaktur. From individual paint finishes and interior materials to carefully selected details and equipment, the programme enables customers to create a 911 tailored to their personal vision while retaining the design and engineering DNA at the heart of the model.

“It is about helping each customer create something that reflects who they are. Displays such as this allow our visitors to see what is possible, understand the level of craftsmanship behind every detail, and to experience the 911 in a new way.”

To bring the showcase to a wider audience, Porsche Centre Lebanon developed a dedicated content campaign across its social media channels, including a reel created in collaboration with Porsche Lebanon Fans, one of Lebanon’s leading Porsche enthusiast communities on Instagram. The film has since attracted more than 43,000 organic views and over 2,500 likes, extending the reach of the showcase well beyond the showroom itself.

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