

Porsche Centre Sharjah unveils a new era of the Porsche Experience with the Destination Porsche concept

19/10/2026 The newly transformed Porsche Centre Sharjah opens to the public in conjunction with local reveal of new Porsche Cayenne Electric.

Dubai | Porsche Centre Dubai & Northern Emirates has unveiled its revamped Sharjah Showroom, introducing the Destination Porsche concept to the emirate. Designed as a gathering place for Porsche customers and enthusiasts, the showroom combines contemporary architecture with personalised customer experiences and a focus on the community around the brand.

“Destination Porsche brings our customers and enthusiasts closer to the brand and to one another,” said Omar Al Mathno, General Manager for Porsche Centre Dubai and Northern Emirates.

“With the redesigned Porsche Centre Sharjah, we are creating a welcoming space where people can explore our cars, connect with our team and come together as a community.”

The transformation reflects the Destination Porsche concept, designed to bring customers closer to the brand. The flexible showroom layout can be adapted to different customer needs, while integrated digital tools support more personalised interactions. The design created a welcoming environment for existing owners, prospective customers and Porsche enthusiasts.

The opening event on 18 October 2026 brought together contemporary art, live music, gastronomy and a range of activities throughout the showroom. Guests were welcomed with traditional bakhoor and gahwa, adding a touch of local hospitality to the celebrations.

Held in partnership with Oblong Art Gallery, the event showcased a selection of artworks complementing the Porsche experience. Guests enjoyed food and refreshments at the Porscheplatz Café, live music at the Vinyl Lounge and interactive activities, including an illustration corner.

The all-new Cayenne Electric took centre stage at the launch, offering guests an opportunity to experience Porsche’s most powerful series-production model to date up close.

With the introduction of the Destination Porsche concept, Porsche Centre Sharjah offers a more welcoming and interactive space for customers and Porsche enthusiasts in the emirate.

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