



# Michelin and Porsche celebrate a legacy of design and innovation at Icons of Porsche 2025

**17/11/2025** As Dubai prepares to host Icons of Porsche 2025 on 22-23 November 2025 at Dubai Design District (d3), Michelin returns as a mobility partner, celebrating over five decades of collaboration with the marque.

The partnership continues to explore how design and innovation can shape the future of driving, as the brand joins thousands of enthusiasts and industry leaders for a weekend dedicated to creativity, performance and automotive excellence.

Since 1961, Michelin and Porsche have worked side by side to push the limits of performance and safety on both road and track. Their shared commitment to engineering excellence spans co-development of tyres, extensive motorsport programmes, and joint advancements in electric mobility.

Over the years, the partnership between Michelin and Porsche has evolved into one of the most

enduring collaborations in the automotive world. What began as a shared pursuit of performance has become a continuous exchange of innovation, trust and expertise, from the racetrack to the road. Together, the two brands have set benchmarks in tyre technology, driving dynamics and sustainable mobility.

At the centre of Michelin's presence is its latest generation of N-marked tyres, co-developed with Porsche to match the performance profile of every model. Each tyre undergoes extensive testing for grip, braking consistency and comfort, giving Porsche drivers safer and more confident performance from the first kilometer to the last.

This year's participation also highlights message 'trust your tyres for longer', reinforcing Michelin's commitment to long-lasting, dependable performance throughout the life of the tyre.

Visitors to the Michelin space will enjoy interactive tyre-safety demonstrations, family-friendly games and engaging brand activities brought to life by the Michelin Man, all designed to introduce guests to Michelin's world of innovation in a fun, accessible way.

"Icons of Porsche highlights how collaboration strengthens innovation across our industry," said Cedric Binoit, Managing Director, Vice President of Marketing & Sales for Middle East and North Africa, Michelin.

"We advance when expertise is shared, ideas are challenged, and great design meets technical ambition. This event brings all these forces together — and the impact of that exchange extends far beyond the festival grounds. For more than five decades, Michelin has developed tyres crafted specifically for Porsche, translating precision engineering into experiences that elevate every drive."

Icons of Porsche 2025 runs from 22–23 November 2025 at Dubai Design District (d3), bringing together automotive excellence, creativity and shared passion for the future of mobility.

## MEDIA ENQUIRIES



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