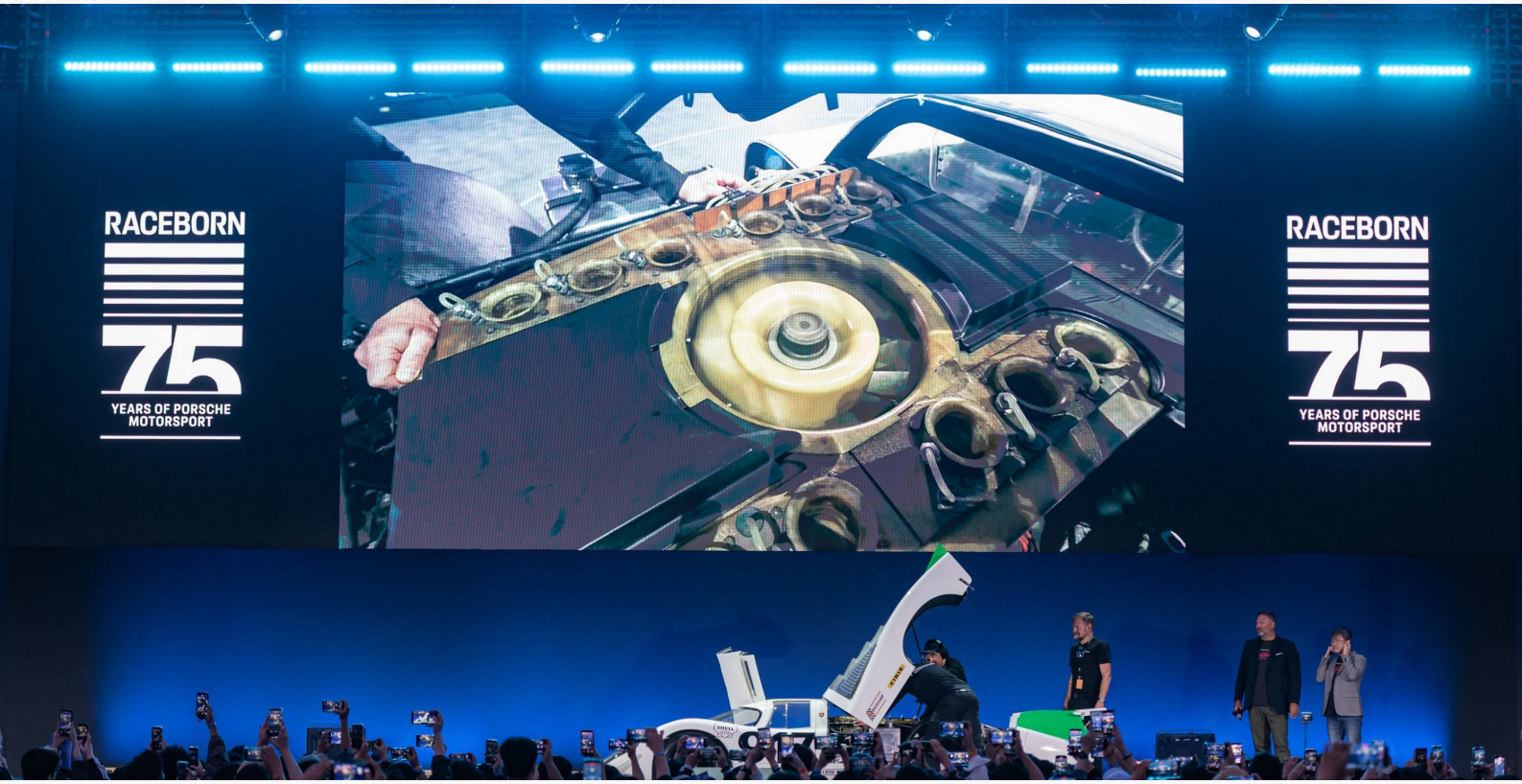

‘Porsche Vibe Seoul’ opens new chapter in brand experience

13/10/2026 Korea's first and largest Porsche fan festival ‘Porsche Vibe Seoul’ successfully concludes, drawing 15,000 visitors over two days.

Held under the theme ‘All Porsche, One Vibe,’ the ‘2026 Porsche Vibe Seoul’ festival brought together Porsche vehicles from different eras and with distinct personalities to spotlight the enduring ‘Spirit of Porsche’ that transcends generations. It also connected the diverse passions and stories of owners and fans through one shared ‘vibe.’

Set against the backdrop of the Oil Tank Culture Park, which embodies Seoul's history and culture and brings together industrial heritage and contemporary culture, the festival featured around 70 vehicles spanning the brand's past, present, and future—from heritage models brought over from the Porsche Museum in Germany to collections from the Porsche community, individualised vehicles, and the latest electrified models. The ‘Porsche Vibe Car,’ co-created by artist YOYOJIN and Porsche customers, was also presented at the event.

New cultural platform

As a new cultural platform where Porsche fans and customers could share diverse lifestyles, the festival offered a wide variety of content for owners, fans and families, including e-sports, live performances and children's programmes. Demonstrating the strong anticipation surrounding the event, early-bird tickets sold out within 3 minutes, followed by general admission tickets selling out completely. A total of 15,000 visitors attended Porsche Vibe Seoul over the two-day event.

On the final day of the event, the 'Porsche Community Meetup' brought together around 500 participants and 300 vehicles. Porsche owners shared their experiences and passion while celebrating the history and culture of the Porsche community in Korea, which has continued for 20 years.

Mathias Busse, CEO of Porsche Korea, said: "The strong passion of the Porsche community in Korea was the most important inspiration behind creating this event. We are truly delighted to have created a place where people who have experienced Porsche in different ways could come together and connect through one shared energy." He added: "We will continue our efforts to develop Porsche Vibe Seoul into a signature Porsche festival that owners and fans from around the world return to Seoul to experience."

Meanwhile, Porsche Korea plans to donate KRW 150 million (around €100,000) from a portion of the ticket sales proceeds to Chorogusan. Through the 'Porsche Dream Up' programme, the company will continue supporting the 'dreams' of children with talent in the arts and sports, extending the shared 'vibe' created by owners, fans, and the community into greater possibilities and positive change.

Korea premiere of the Cayenne Coupé Electric

The event also marked the first unveiling of the new Cayenne Coupé Electric in Korea. It combines a sporty design inspired by the iconic flyline of the 911 with powerful E-Performance, long-distance capability, and charging convenience. With Launch Control activated, the top-of-the-line Cayenne Turbo Coupé Electric delivers up to 1,156 PS, accelerates from a standstill to 100 km/h in just 2.5 seconds, and reaches a top speed of 260 km/h.

The unveiling of the new Cayenne Coupé Electric featured a performance by BARA LOFT, a performing arts brand supported by 'Porsche Frontier Startup,' one of the programmes under Porsche Korea's 'Porsche Do Dream' CSR initiative, now in its 10th year. Combining contemporary dance with orchestral music, the performance received an enthusiastic response from the audience.

Sonderwunsch vehicles created with customers

Porsche Vibe Seoul showcased the brand's broad spectrum of individualisation, ranging from Porsche Exclusive Manufaktur to Sonderwunsch. Alexander Fabig, Vice President Product & Individualisation

Offering at Porsche AG, visited Korea to personally present the 911 Turbo S Sonderwunsch and share Porsche's philosophy and vision for individualisation.

Meaning 'special request' in German, 'Sonderwunsch' is Porsche's highest level of individualisation, allowing customers to work together with designers, engineers, and craftspeople to bring their personal stories to life in one-of-a-kind Porsche vehicles. The Lugano Blue 911 Turbo S Sonderwunsch presented at Porsche Vibe Seoul was also created by incorporating the customer's ideas throughout its colors, materials, and detailed design elements.

"Korean customers have a strong desire to actively express their tastes and individuality and show particularly high demand for differentiated products," said Alexander Fabig said. "Their considerable interest and diverse ideas provide important inspiration as Porsche explores new possibilities in individualisation."

MEDIA ENQUIRIES

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Consumption data

Cayenne Electric (WLTP)*: Electrical consumption combined: 22.0 – 19.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

911 GT3 (WLTP)*: Fuel consumption combined: 13.8 – 13.7 l/100 km; CO_2 emissions combined: 312 – 310 g/km; CO_2 class: G

Cayenne Turbo Electric (WLTP)*: Electrical consumption combined: 22.5 – 20.4 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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