

David Guetta and Porsche light up Mohammed bin Rashid Al Maktoum Solar Park in an electrifying spectacle of speed and sound

24/03/2025 Collaboration with global music icon for high-energy performance shoot with Macan Turbo and Taycan Turbo GT at solar park in Dubai, United Arab Emirates.

David Guetta, a pioneer in electronic music and one of the most celebrated DJs across the globe, has always been known for pushing the boundaries, while staying true to his roots.

Much like Porsche, he is a perfectionist who has constantly been evolving and shaping trends, making him the ideal match for an electrifying new campaign that features Guetta with the Macan Turbo and Taycan Turbo GT – Porsche's newest electric vehicle lineup.

Set against the spectacular backdrop of the Mohammed bin Rashid Al Maktoum Solar Park, Guetta's

Future Rave Remix ofhis hittrack*'Titanium'* sets the pace. Its pulsating beats amplify the energy of the high-speed sequences, laser precision, and cutting-edge visuals. The 263-metre Solar Park tower, the tallest of its kind, became his DJ booth – illuminated by an unprecedented display of light and motion.

"Porsche has always stood for emotion, performance, and pushing the limits, just like my music. It's about evolution while staying true to your roots, and being part of this project has truly inspired me."

New Porsche EV models co-star in the campaign

In 2024, the second-generation Macan was launched, now as fully electric models. Through its progressive, timeless design, characteristic Porsche performance, long-distance range and with real everyday usability, the new Macan completely fulfils the requirements of Porsche owners who wish to drive an SUV. The top model is the Macan Turbo with up to 470 kW (639 hp) and a maximum torque of 1,130 Nm. This guarantees sporty performance: The Macan Turbo accelerates from zero to 100 km/h in 3.3 seconds. Its top speed is 260 km/h.

The most powerful production Porsche of all time is the Taycan Turbo GT with a limited-time peak power output of more than 1,100 hp. The model version with the Weissach package, which is consistently designed for the racetrack, recently set a record for the fourth time and on the fourth continent: After setting records on the Nürburgring Nordschleife, the WeatherTech Raceway Laguna Seca in California and the Shanghai International Circuit, it also achieved a record time for electric cars on the Interlagos Circuit in São Paulo.

Collaboration brings spectacular production from dream to reality

Bringing a film of this magnitude to life was made possible with the support of key partners, including the Dubai Electricity & Water Authority (DEWA) and the Dubai Department of Economy and Tourism (DET), who share the common goal of consolidating Dubai's position as a leader in innovation and sustainability.

The Mohammed bin Rashid Al Maktoum Solar Park, operated by the Dubai Electricity & Water Authority (DEWA), provided the perfect stage for this dynamic partnership. Spanning 127 square kilometres — an area twice the size of Manhattan — the solar park is the world's largest single-site solar project. By 2030, it aims to power nearly two million homes in Dubai while reducing carbon emissions by over eight million tons annually.

"At DEWA, we are pleased to support initiatives that reflect Dubai's unwavering commitment to sustainability, innovation, and clean energy,"said His Excellency Saeed Mohammed Al Tayer, MD & CEO of DEWA.

"The Mohammed bin Rashid Al Maktoum Solar Park is a global landmark for renewable energy, and

hosting this extraordinary collaboration with Porsche, David Guetta, and the Department of Economy and Tourism (DET) underscores the limitless potential of clean energy in shaping the future."

"Dubai continues to take the lead as a city of inspiration and innovation, and we are honoured to partner with Porsche on this global campaign for its new electric vehicles," said His Excellency Issam Kazim, CEO of the Dubai Corporation for Tourism and Commerce Marketing (DCTCM), part of the Dubai Department of Economy and Tourism (DET).

"The Mohammed bin Rashid Al Maktoum Solar Park provides the perfect setting for the unveiling, showcasing the city's commitment to sustainability and demonstrating our continuous efforts to foster and encourage innovative, future-ready solutions, in line with the Dubai Economic Agenda, D33,"

"Collaborations with forward-thinking global brands such as Porsche, and international cultural influencers such as David Guetta, are key to driving awareness of sustainability and highlighting technological progress as we continue to shape the future of Dubai as the best city to visit, live and work in."

In addition to the main film, three behind the scenes episodes provide more information about this futuristic location and its cutting-edge technology, the collaboration with David Guetta and the techniques used to bring this film to life.

"Dubai is a city that never stops surprising. The solar park is an incredible location, and not many people know about it. That's when we thought, it's perfect for Porsche as it aligns with our clear path towards sustainability." said Dr Manfred Bräunl, Chief Executive Officer, Porsche Middle East and Africa FZE.

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MEDIA ENQUIRIES



Chris Jordan

Head of Public Relations Porsche Middle East & Africa
+971 4 356 9911
PR@porsche-me.ae



Mahvesh Sayed

PR Specialist Porsche Middle East & Africa
+971 4 356 9911
PR@porsche-me.ae

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