

INVITATION PORSCHE CLUB SVERIGE FESTIVAL 2026 50TH ANNIVERSARY

PORSCHE PARADE EUROPE
GOTHENBURG



14-17 May 2026, Gothenburg
Porsche Club Sverige 50 Years.
A World-Class anniversary festival
with Porsche parade Europe at Gothia
Towers

May 14-17, 2026, Gothenburg
will transform into Europe's most
vibrant Porsche metropolis. Porsche
enthusiasts from across the continent
will gather to celebrate Porsche Club
Sveriges 50th anniversary and take
part in the legendary Porsche Parade
Europe. Four days filled with pure
passion, iconic design, maximum
driving pleasure, and an unforgettable
community await. From countryside,
brunch to gala dinner in the heart of
the city, every moment is a tribute to
Porsche and the people behind the
wheel. A must for everyone who loves
speed, style, and celebration.

Welcome to a Porsche festival that
will make your heart beat a little faster.

Four days of speed, celebration, and anticipation (Thursday-Sunday)

Thursday, May 14 – brunch, slalom, and opening

- Cars & Swedish brunch buffet at Skårs Gård
- Slalom at Vårgårda airfield with lunch
- Secure, supervised parking for our cars inside Porsche Club Arena. If you need to use your car before Saturday morning, you can park it securely in a fenced area at Focushuset.
- Welcome dinner with Swedish midsummer theme and mingling from 18:00. A pleasant first evening with entertainment.

Friday, May 15 – Porsche Club Arena & Art Experiences

- Full day in Porsche Club Arena (indoors) with over 300 cars, Concours d'Élégance, art, racing profiles, activities, and mingling
- Evening party with classic XL shrimp sandwich, entertainment, and mingling
- Prizegiving ceremony in Porsche Club Arena – Concours d'Élégance 2026
- Extra activities: Guided tours at Gunnebo Castle, Gothenburg Art Museum, boat tour with Paddan, and visit to World of Volvo & Volvo Vault

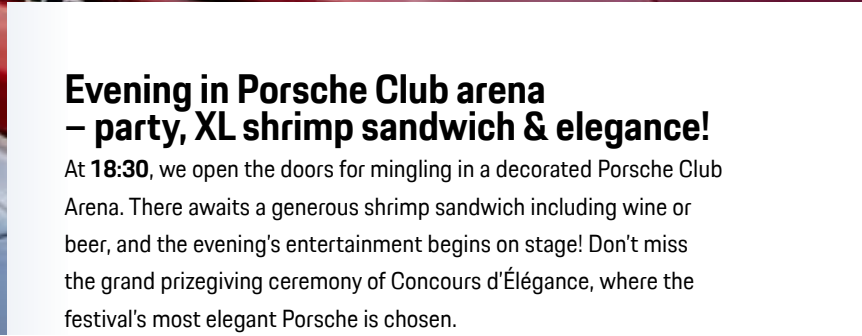
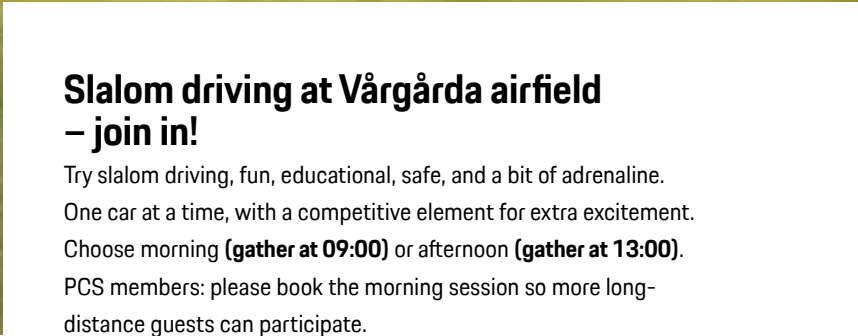
Saturday, May 16 – Parade & Anniversary Rally

- Porsche Parade Europe – 400 cars in a convoy through Gothenburg City
- PCS Anniversary scenic driving tour with lunch at Tjolöholm Castle, with the opportunity for a castle tour
- Gala dinner with Hans Peter Porsche Award, Champagne reception, three-course dinner, dancing, and celebration

Sunday, May 17 – PCS Joy Drive 2026

- For those who want more—join the concluding two-day road tour, our after parade with full board through southern Sweden.





Welcome to cars & Swedish brunch, the festival, and Porsche Parade Europe

Start the long weekend in a relaxed and stylish way with a warm welcome at beautiful Skårs Gård, a meeting of Porsche passion, Swedish culinary joy, and new friendships.

10:00–14:00 at Skårs Gård, about 25 minutes from Gothenburg. Before check-in, we offer a homemade brunch buffet with Swedish ingredients, classic small dishes, and “Swedish fika” with freshly baked cinnamon buns in a rural setting.

Price: 350 SEK/person. Sign up early, registration is required, and spots are limited to those who register first.

Price: 400 SEK/person, light lunch included. Sign up early, registration is required, and spots are limited to those who register first

Welcome dinner with summer feeling

Mingling at 18:00 · Dinner at 19:00 An early summer evening for the whole family with mingling, cava, three-course dinner including wine or beer, entertainment, and surprises, all in a midsummer-inspired atmosphere with carefully selected Swedish flavours.

Dress code: Summer attire with a nod to midsummer, come as you feel best. Welcome to celebrate with us!

A sparkling Porsche day – in Porsche Club arena!

09.00 –15.00 Mingle among over 300 Porsche cars, enjoy “Swedish fika”, inspiring encounters with racing profiles and artists.

Experience Jan Wärnelöw’s photo art from the golden age of Swedish motorsport, colourful and bold oil paintings by Marie Plosjö, Susanne Lilja’s unique metal art with a Porsche theme. Maybe let our nail artist decorate your nails with a Porsche emblem? A day full of creativity and unexpected moments, for the whole family!

Dress code: Be inspired and dress after your dream Porsche, maybe an elegant 1950s look for the classic 356 or racing style à la 1970s for a 911 Carrera RS. Or why not create your own theme? Racing, glamour, or retro, the choice is yours! You make the party; we make sure it’s unforgettable. Welcome!

The Swedish Exhibition & Congress Centre will serve as our Porsche Club Arena, where we will park both exhibition cars and participant cars as long as space allows. Once full, we will continue parking in the enclosed parking area at Hotel Gothia Towers, located in the Focus building. Anyone who wishes to use their car on Friday must indicate this when registering and will then park in the Focus building for all days.





Concours d ´Élégance
– Porsche in top condition

Porsche Club Sverige's competition for cars in exceptional condition. We assess maintenance, renovation, originality, mileage, and age.

Registration: I want to join.

Max 15 cars, pre-qualification will be applied.

Welcome to compete!



See Ronnie Peterson's legendary March 721x!
Chassis no. 2, the car Ronnie raced in the Spanish, Monaco, and Belgian GPs in 1972 and at Anderstorp, where he put Sweden on the Grand Prix map.

The car is owned and driven by Magnus Ahlqvist, founder of MOTORIMA, specialists in classic sports and racing cars. Now you have the chance to see it for real!



Exclusive Porsche art in stainless steel – with your personal touch
Here you have the chance to experience something extraordinary. Metal artist Susanne Lilja, SUKRILLart, exhibits her unique art Porsche cars, created in stainless steel with precision, feeling, and passion for both form and speed. There is also the possibility to order a completely personal art of your own car, with details you choose, such as your registration number, to create a unique artwork that reflects your Porsche love. Scan the QR code and let your car become art.
Skanna QR-koden och låt din bil bli konst.



Experience Porsche history up close exclusive car exhibition in Porsche Club arena
Welcome to a unique car exhibition where some of the rarest and most classic Porsche cars are displayed. Here you will get the chance to come really close to timeless beauties that tell their own story through design, engine sound, and character. Together with our passionate guides from Club Garaget Classic, guided tours are offered filled with exciting stories, fascinating facts, and insights into what makes each car so special. This is not just an exhibition; it's a journey through Porsche's golden eras! The number of guided tours are limited, so secure your spot in time. **Sign up early, registration is required, and spots are limited to those who register first.**



Try painting your own picture with artist Marie Plosjö
Meet Marie Plosjö—the first Swedish artist to exhibit at Caesars Palace in Las Vegas, and with an exhibition at the top of Mount Everest! Marie shows colourful paintings with positive messages, convinced of the power of thought to create change. Experience the art live, maybe you'll find a favourite for your home. Paintings can also be ordered via QR Code "Slice of Life" or her website.
Wine and Easel – Paint with Marie!
Create your own painting under Marie's guidance, no pressure, just curiosity! Wine is purchased at the bar.
Price: 500 SEK/person.



Gunnebo castle – a stylish experience in a historic setting
Join a guided tour and lunch at Gunnebo Castle! We welcome you to an inspiring visit where elegance, craftsmanship, and enjoyment are in focus. Together we discover Gunnebo Castle, one of Sweden's most beautiful 18th-century homes, through a guided tour with insight into the castle's architecture and lifestyle. We will have lunch at the restaurant where the food is prepared from organic ingredients, often from the castle's own gardens.
Place: Gunnebo Castle in Mölndal
Time: 10:00 or 12:00, departure by bus from Gothia Towers. Parallel groups in Swedish and English.
Price: 600 SEK incl. lunch, guided tours, and bus transfer. Walking distance from bus to castle about 300 m.
Sign up early, registration is required, and spots are limited to those who register first.

Visit to Gothenburg Art Museum
Join us for an inspiring and relaxed tour among masterpieces and modern favourites. Together with a knowledgeable guide, we discover the highlights of one of the Nordic region's finest art collections from Nordic classics to exciting contemporary art.

Place: Gothenburg Art Museum, Götaplatsen
Time: 13:15 or 15:00. About 15 min walk from Gothia Towers. Parallel groups in Swedish and English.
Price: 200 SEK/person.
Sign up early—registration is required, and spots are limited to those who register first.

Lunch is not included, but after the tour, you can stay, talk art, or have a coffee together in the museum café.

Welcome to a guided tour at Gothenburg Art Museum!



**Boat tour with Paddan
– Gothenburg from the water**

Live-guided sightseeing tours through canals, harbour, and history under low bridges and past classic shipyards. Our guides speak both Swedish and English.

Departure Friday at 10:00 & 15:00 from Kungsportsplatsen. The tour takes about 60 min. Max 90 guests per boat. About 25 min walk to Kungsportsplatsen from Gothia Towers.

Price: 260 SEK/person.

Pre-registration required. Limed amount of spots.
All seats are open—bring weather-appropriate clothing.



**World of Volvo & Volvo Vault
– Swedish design and innovation**

11:30–17:00
Experience the future and history at Volvo. We start with lunch and a guided tour at World of Volvo, then visit the exclusive Volvo Vault with vehicles and artifacts from the entire Volvo Group.

Price: 800 SEK/person incl. lunch, guided tours, and bus transfer.
Max 50 places
Pre-registration required—limited number of spots.
Minimum age: 18 years.



**Anniversary scenic tour with
Lunch at Tjolöholm Castle**
The parade marks the start of Porsche Club Sverige's 50th Anniversary scenic tour, taking us from the city's pulse out onto scenic country roads to a historic castle by the sea, a perfect combination of driving pleasure, food, nature, and tradition. We have lunch in the beautiful barn on the castle grounds.

**Porsche Parade Europe
– a convoy through Gothenburg City**

We **start at 09:00** with Porsche Parade Europe, a spectacular convoy through Gothenburg with 300 Porsches from our exclusive Porsche Club Arena garage.



11:00–14:00. Spring salad with freshly baked bread, meal drink, and coffee. After lunch, an exclusive guided tour of the fairytale castle, inspired by British Tudor style. Experience castle life from the turn of the 20th century, hear stories about eccentric owners, and see technical innovations far ahead of their time. The return journey is on winding and inspiring roads.

Guided tour: Time: 11:30, 12:30, and 13:30. Languages: Swedish and English (parallel groups).
Price: 190 SEK/person.

Pre-registration required, limited number of spots. Meeting at the castle's main entrance.





Gala dinner

– Porsche Club Sverige celebrates 50 years

On Saturday evening, we invite you to a gala dinner beyond the ordinary. A party and dinner marking the highlight of Porsche Club Sverige's 50th anniversary and Porsche Parade Europe. We start with champagne reception at 19:00, followed by dinner at 20:00, a three-course dinner, with a luxurious wine package or beer, entertainment, surprises, and a journey through the club's 50 fantastic years.

During the evening, the honorary Hans Peter Porsche Award is presented, followed by dancing, glamour, and memories that will last long. The evening doesn't end until late into the night.

Dress code: Festive and elegant, if you have a tuxedo, feel free to wear it! But a stylish dark suit, dress, or other elegant party attire works just as well. The goal is simple: dress up, feel great, and enjoy the evening.



After-festival program

– PCS Joy Drive 2026!

Discover some of southern Sweden's beautiful roads, fantastic historical and natural sites! The activity includes two days with three-course dinners, breakfasts, and lunches.

Sunday, May 17, 2026

Departure from Gothia Towers at 12:00, after check-out. We leave Gothenburg behind and begin our shared journey.

14:30–15:30 – Coffee, sandwich, and guided tour at Varberg Fortress. A historical break with beautiful views and exciting stories from the fortress's time.

17:30 – Arrival at Skansen Båstad. The evening offers a three-course dinner, spa, and overnight stay, a wonderful end to the day.

Monday, May 18, 2026

10:00 – Departure from Båstad. We continue towards new experiences along the coast.

10:30–11:30 – Visit to Norrviken Gardens. An inspiring walk among lush gardens and beautiful nature.

13:00–14:00 – Lunch at Kullagårdens Vårdshus. Enjoy a delicious main course with drink, coffee, and cake in a rural setting.

15:30 – Stop at Sofiero Castle. A short visit to the royal summer residence with views of the Öresund.

17:00 – Arrival at Maryhill Estate, Glumslöv. The evening ends with dinner, spa, and overnight stay in a unique environment.

Tuesday, May 19, 2026

Around 10:00, check-out and farewell.

Number of participants is limited, book at the same time as the festival 2026.

Price: 5,000 SEK/person in shared double room and 6,600 SEK/person in single room.

Cost for wine or beer is extra.

MEETINGS AND EVENTS

Experience on a higher level



GOTHIA TOWERS

For more information contact Paulina Osbeck, paulina.osbeck@gothiatowers.com, +46 31 750 88 59

How to register:

Registration is open from October 1 to November 30, 2025.

Please note that the number of spots is limited.

Please ensure your membership is active and recognized by the local club before registering



Practical information before registration

We encourage all participants to bring their classic Porsche, it's part of the experience and contributes to the unique atmosphere during the festival. When registering, it's important to state which car you will bring, and that you actually arrive in that car. This facilitates planning and ensures smooth parking. All parking areas are monitored for your safety.

Don't forget to notify us of any allergies when registering.



Berkeley Tipton Tee T-shirt
Price: 295 SEK



Berkeley Tech Polo Pique shirt
Price: 649 SEK



Berkeley Ziphood
Price: 549 SEK

Want the festival's most stylish shirt?

When registering, you can also order our exclusive festival clothing from Berkeley. This year you can choose between a stylish polo shirt, a classic T-shirt, and a soft hoodie, all designed to match Porsche Club Sverige's 50th anniversary and Porsche Parade Europe 2026. Dress with style and show your Porsche passion even outside the car.

Want that little extra?

Celebrate Porsche Club Sverige's 50th anniversary and Porsche Parade Europe 2026 in style, order an exclusive anniversary edition of Hatt et Söner Champagne. This specially designed bottle, adorned with the club's 50th anniversary emblem, is produced in a limited edition by one of the few Swedish-owned champagne houses in the heart of France. Enjoy it in your room, take it home, or order several – a perfect combination of luxury, passion, and collector's value.



Price: 649 SEK / bottle

Payment Information

Registration is open from October 1 to November 30, 2025. Please note that the number of spots is limited.

Please ensure your membership is active and recognized by the local club before registering.

Price

- SEK 12 990 for registrations during October 2025
- SEK 13 890 for registrations during November 2025

The price is per person and includes:

- Hotel (standard room, shared double room)
- Food and beverages (except Friday lunch)
- Entertainment
- A basic package of activities

Payment

- Registration fee:** SEK 3,000 per person, to be paid within one week after the confirmation email.
- Remaining amount:** To be paid to the club no later than January 31, 2026



Room options and additional cost per person

We have a limited number of reserved rooms per category – first come, first served.

The shared room option means you share a room with someone you choose, such as a partner, family member, or friend.

Room Type	Shared room (per person)	Single room
Standard room	Included	2,325 SEK
Premium / Sky room	750 SEK	3,825 SEK
Junior Suite	2,010 SEK	6,345 SEK
Senior Suite	9,075 SEK	21,075 SEK
Upper House Superior	3,060 SEK	7,545 SEK

Children and Pets

- Children 0–6 years: Free in parents' bed, otherwise 100 SEK per child/night in extra bed
- Children 7–12 years: 100 SEK per child/night. Max 2 children in extra bed per room
- Dog in room: 250 SEK per night

Cancellation

- Until January 31, 2026: Cancellation possible but registration fee is non-refundable
 - After January 31, 2026: No cancellation possible
- Participants are responsible for having insurance that covers any prevention to participate.

Addresses and Distance Table

	Place	Distance	Travel Time
Hotel	Hotel Gothia Towers Mässans Gata 24, 412 51 Gothenburg 031-750 88 00		
Hotel to	Slalom Vårgårda airfield, 447 37 Vårgårda	70 km	About 50 min by car
Hotel to	World of Volvo, Lyckholms Torg 1, 412 63 Gothenburg	1,7 km	About 23 min walk or bus/tram
Hotel to	Paddan Sightseeing, Kungssportsplatsen, 411 10 Gothenburg	2,0 km	About 25 min walk or bus/tram
Hotel to	Gothenburg Art Museum, Götaplatsen 6, 412 56 Gothenburg	0,9 kmr	About 11 min walk