

Air|Water Poland – A Porsche Gathering Like No Other in Europe

Following its spectacular success in the United States, the automotive event Air|Water will make its European debut in Poland. This will also mark the first-ever International edition of this unique celebration for Porsche enthusiasts. On June 13–14, Warsaw will become a global gathering place for fans of the Zuffenhausen marque, offering a one-of-a-kind experience that blends history, passion, and a broad view of the Porsche community.

Air|Water is an evolution of the Luftgekühlt concept – a legendary event originally focused on classic, air-cooled Porsche models. The Luftgekühlt Crew recognized the need to create a more interactive brand experience for the entire Porsche lineup – including race and street examples of air-cooled cars, transaxle classics, and modern water-cooled based models.

Legends of the Porsche World

Patrick Long, former Porsche factory driver and two-time GT class winner of the 24 Hours of Le Mans, shifted his focus after his racing career to promoting car culture through events like Luftgekühlt and now Air|Water. Luft's creative director Jeff Zwart, is an acclaimed director, photographer, and Porsche enthusiast known for his participation in hill climb races such as the Pikes Peak International Hill Climb and for creating some of the most iconic Porsche advertisements in history. Their passion for the brand spans decades and enables them to draw in other Porsche legends, storytellers, restorers, and racers that culminates in a complete Porsche race and street story.

The inaugural edition of Air|Water took place in 2023 as a second day format of Luftgekühlt 9 on Mare Island near San Francisco, California. The concept's success led to a standalone event a year later in Costa Mesa, California where the largest edition to date was held this past April. Today, Air|Water brings together around 1,000 carefully selected cars and over 10,000 attendees. The organizers emphasize that more than half of the guests do not own a Porsche – they're drawn by the brand's story, culture, and the promise of welcoming spirit and a great education.

Automotive Beauty

Like Luftgekühlt, Air|Water follows a clearly defined structure. Many of the vehicles are grouped into themed zones, with each car uniquely curated for presentation in an art form. As both the Porsche community and the brand itself evolve, Air|Water creates space for both factory models and modified builds, appealing to a breadth of interests. A striking example was this year's off-road "Action Sports Arena" in Costa Mesa, which showcased vehicles built for challenging terrain – including expedition-ready 911 Dakars, historic Championship rally cars, and rugged Cayennes prepared for extreme off-road conditions. Simultaneously, the event pays tribute to classic design by exhibiting original models in rare specifications and custom builds from Porsche Exclusive Manufaktur.

An American Concept in the Heart of Poland

Air|Water Poland 2025 will take place in central Warsaw, at the specially adapted venues of Nocny Market and Stacja Muzeum. The capital will also welcome rare vehicles from the Porsche Museum in Zuffenhausen. Themed zones will be curated in conjunction with partners such as Car Bone, the Porsche i Kawa (Porsche & Coffee) community – a grassroots initiative by porscheblog.pl in strategic collaboration with Porsche Centrum Warszawa Okęcie and Porsche Centrum Poznań.

The event's location is also symbolic – situated just across from the new Porsche Polska headquarters on Kolejowa Street.

This won't be a typical car meet – it will be an engaging exhibition celebrating design, innovation, and the emotional essence of automotive culture. The organizers also highlight another key aspect: the storytelling behind the cars and their owners, along with the aesthetic experience of the event itself. In the spirit of Luftgekühlt, Air|Water is also a tribute to photography, film, and the culture surrounding Porsche – despite taking place in urban or industrial settings. The same will apply in Warsaw, which will become a paradise for automotive photographers.

"This is the next chapter in the Luftgekühlt story," says Patrick Long. It's a totally different tale, but I'm just as passionate about it as I am about Luft – so we're incredibly excited to finally see it come to life."

A Taste of What's to Come

Serving as a preview to the main event in June, a press conference will be held on May 13 at Porsche Store Warszawa. The special guest will be Jeff Zwart, who will share captivating stories from his decades-long journey with the Porsche brand and set the tone for the upcoming celebration of automotive excellence.

The event is co-organized by VMR, an agency specializing in high-end automotive brand experiences, also behind last year's Luftgekühlt Poland project.

"Porsche has long been close to my heart. It's incredible how passion can give rise to new dreams, and determination helps to realize them," emphasizes Mateusz Klawiter, co-owner of VMR. "Even more special is the fact that today we can bring to Poland a project that will become a key event in the calendar of the European Porsche community."

Partners of the Polish edition of Air|Water include: Porsche Polska, Porsche Centrum Warszawa Okęcie, Porsche Centrum Warszawa, and Porsche Store Warszawa.

Admission to the event will require a ticket. Ticket sales and vehicle registration are available via airwater.pl. Additional information, guest lists, and the full schedule will be published soon on the official event channels.

Media Contact:
Piotr Sielicki
contact@airwater.pl
+48 608 012 608

vmr

PORSCHE

PORSCHE
Porsche Centrum
Warszawa

PORSCHE
Porsche Centrum
Warszawa Okęcie

PORSCHE STORE
WARSZAWA