



Porsche is driving the renaissance of the automobile

28/11/2017 Porsche meets the tech and start-up scene in Silicon Valley: Today, Oliver Blume, Porsche CEO and Thilo Koslowski, CEO of Porsche Digital have expressed how Porsche is developing in times of digital transformation and new technologies at the Computer History Museum in Mountain View. 200 guests attended, amongst others representatives of the Silicon Valley ecosystem and journalists.

The subject of digitalisation is gaining increasing significance in the automotive sector, and this is also true for Porsche. The goal of Porsche Digital, founded in May 2016 is to develop Porsche into a leading provider of digital mobility solutions in the premium automotive segment. Porsche Digital's vision is to create the most aspirational digital lifestyle by turning customer journeys into an intelligent and exciting Porsche experience.

"Innovation does not emerge by itself. It is all about developing ideas systematically," says Porsche CEO Blume. "Porsche is a very innovative company. The challenge is to think across functional divisions, use external resources and take concrete action very rapidly – especially in the digital environment. Porsche

Digital is our Competence Center where visions are turned into reality," added Blume.

An interface between Porsche and innovators all over the world

Porsche Digital develops new value creation models, customer experiences, product and service portfolios and pilots innovative digital products in close cooperation with all company departments. Its tasks also include worldwide scouting: It identifies and evaluates new trends and thus secures access to relevant technologies. The Porsche subsidiary sees itself as an interface between Porsche and innovators all over the world. This applies in particular to the areas of connectivity, smart mobility and autonomous driving.

"In order to tailor the Porsche experience to the specific needs of our customers, we need to recognize the innovations that are relevant to us and bring them to the market as intelligent and fascinating offerings", said Thilo Koslowski.

Koslowski: "The car is the ultimate mobile device of the future"

Porsche Digital GmbH has its headquarters in Ludwigsburg. Alongside an office in Berlin, Porsche Digital Inc. began its activities in the North American market in May 2017 with a new site in Santa Clara in California's Silicon Valley. "The car is the ultimate mobile device of the future, and the future is being written in Silicon Valley," said Thilo Koslowski, CEO of Porsche Digital. "This means it is particularly important to be right next door to leading IT companies in the USA, as this allows us to identify trends early and invest in new technologies at the right time. In addition to our own potential for innovation, above all we want to form strong partnerships." A further location is planned in China, currently the market with the highest volume deliveries for Porsche and also a highly relevant start-up hot spot and forerunner in technologies.

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