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Porsche Digital launches Company Building

The digital subsidiary of Porsche AG is cooperating with external entrepreneurs to create new digital business models. The specialised team "Forward 31" is strategically expanding the scope and presence of Porsche Digital in this way.



The focus of the new business unit is to create a portfolio of independent start-ups. In cooperation with external entrepreneurs, innovative and exciting new business models will be elaborated to promote the successful spin-off and sustainable development of the company. These business ventures will be launched with their own independent brand yet are based on the platform business model. Once the companies have been launched, they will operate autonomously with the strategic support of Porsche Digital.

***forward*³¹**
The Porsche **Digital** Company Builder



The team "Forward 31": Gantimur Meissner, Ann-Kristin Mackensen, Mikha Makhoul, Christian Knörle, Katy Campbell, Jan Feiling, Matthias Hub (l-r)

About Porsche Digital

Porsche Digital is the technology and digital lab of the sports car manufacturer based in Zuffenhausen, Germany. Its core focus is to find and scale new digital business models and optimise existing products.

This subsidiary of Porsche AG specialises in developing digital content and services, engineering excellent industrial solutions and is the driving catalyst behind the digital ecological system. The company's headquarter is based in Ludwigsburg, a city in Baden-Württemberg, Germany. There are a further five locations around the world in Berlin, Tel Aviv, Shanghai, Atlanta and San Jose in the Silicon Valley.



Viktoria Solms-Laubach

Head of Marketing, Growth, Communications Porsche Digital

+49 (0) 1523 / 911 5250

viktoria.solms-laubach@porsche.digital

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