

The future of the sports car: the next 70 years

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08/12/2018 What the future holds, no one really knows. But at Slush, Europe's largest tech and start-up conference, Porsche worked with founders and visionaries on some interesting possible scenarios...

“In the future, space on the street means status,” says RJ Cobalt. “And materials change shape and colour with complete flexibility.” RJ works with her company on emotional artificial intelligence. Today, however, the young woman with the blue hair and the Atari T-shirt is at Europe's biggest tech and start-up conference, Slush in Helsinki. She is part of a workshop; Porsche and the tech magazine Wired are the hosts. The topic: sports cars in 2050. Science fiction or the reality of the future?

Porsche has been shaping the future of the sports car for 70 years. In 2019, the Taycan, the first all-electric Porsche, will hit the market – a step into a new automotive age. What might happen in the next 70 years could hardly be more critical. In Finland, Wired and Porsche have invited pioneers from tech

companies and start-ups to develop visions for the future. The workshop brings together a mixed group of deep-tech founders, designers and strategic innovators. The result: two future scenarios.

The possible future sounds fantastic, but it also raises many questions: in addition to technological and economic implications, political and social issues must be considered. "Technological developments will have a strong social impact. In London, for example, we already see a strong distribution of social classes. One scenario could be that this happens even within a block of flats," says Bryn Balcombe. He is Chief Strategy Officer of Roborace, the world's first electric and autonomous racing series. He is also a member of the Global Future Council on Computing of the World Economic Forum.

In addition to all the future scenarios, one thing above all is clear, says Christian Knörle from Porsche: "Creating innovation for the future needs different perspectives. That's why Porsche will continue its dialogue with experts from various technology fields and industries in order to generate new ideas for today's world and successfully shape the next 70 years". Because even if we want everything to stay the way it is, everything must change.

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