

Mobility for a better world: Porsche is the main partner of re:publica 2019

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30/04/2019 New technologies, new products, new competitors, new customers, new rules. Hardly any other industry is transforming as quickly as the automotive industry — and therefore also mobility on a global level. It's no longer a trend, but a crucial challenge we're facing: how will we move from A to B tomorrow?

Digitization is setting the pace at full speed and is significantly changing our mobility in the core areas of networking, autonomous driving, electrification and with the offer of new services. It's not just here at Porsche, but the entire automotive industry is developing. This offers established companies some great opportunities but also confronts them with challenges from time to time.

Artificial intelligence, 5G connectivity, improved battery storage efficiency, urbanization, smart infrastructures, sustainability, the increase in urban congestion, the sharing economy, pay-per-use business models or much-needed ethical standards in the field of automation are drivers of constant change in modern mobility. We at Porsche are part of this change.

70 years of sporting mobility

For more than 70 years, we have shaped sporting mobility like no other. And we know that mobility does not only mean driving. We know that if we want to change, no stone should be left unturned. We know that our successful core business alone – the development and construction of exclusive sports cars – will no longer suffice if we are to continue to be successful in the future.

Our greatest difficulty is to recognize the need for change at all. This might sound banal, but it is not an easy realization. To this day, we are the most successful sports car brand in the world, that's a fact. In our segment, we are leaders in technology and design. Our profitability is the industry's benchmark, which is once again underlined by our current figures. So, the first thing on our to-do-list is to check our self-perception.

The only way to do so is by opening ourselves up. By developing competencies in completely new areas, from digital to electric. By establishing new partnerships, changing our mindset and, finally, by taking on responsibility and leading courageously.

Mobility for a better world: Porsche is one of the main partners at #rp19 in Berlin! Let´s discuss together with our partners what we need to #createtomorrow. Some first thoughts on that: https://t.co/tw75eWy3Ro pic.twitter.com/mgIGxRh5IN

Porsche at the re:publica

This year, we are the main partner of re:publica in Berlin for the first time – one of the most important conferences for the digital society. We won't appear alone there, either – however, neither will our core business. Together with our tech laboratory Porsche Digital Lab Berlin, our accelerator program APX, CODE University, HABA Digitalwerkstatt, startup Robonetica and our developer competition Porsche NEXT OI Competition, we want to engage dialogue to #createtomorrow.

We want to talk and debate, staying true to the motto of #rp19. We may even argue, but we will definitely go deeper than ever before. This is because things are complicated. Things are complex. Especially when talking about the future of mobility and of cities as we imagine them to be.

Moving towards technology and IT

The selection of our topics and partners makes clear that we are increasingly moving towards the technology and IT industry. For us, it is not enough to shape tomorrow's mobility with sports cars, we want to shape it responsibly.

This is why we keep asking ourselves: What role does technology play in our vision of mobility in the future? Do mobility and technology companies take their responsibilities seriously enough? How much mobility does the next generation need at all? What do we understand as mobility for a better world — or are we already "lost in transportation" now?

Anja Hendel, Director Porsche Digital Lab, Jacek Mikus, CEO of Robonetica and Katy Campbell, Brand & Communications Lead at APX will discuss these questions in their panel "Mobility for a better world or are we lost in transportation?" on Wednesday, May 08 at 12:30 pm – 1:30 pm on Stage 3.

Please find the overview of our #rp19 from Monday — Wednesdayprogram here.

See you in Berlin!

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