Porsche opens first integrated R&D hub outside Germany in Shanghai

06/11/2025 "In China, for China": Bridging German engineering with China's digital ecosystem.

Porsche has officially opened its first integrated overseas R&D center in Shanghai's Hongqiao CBD, marking a major milestone in its "In China, for China" strategy. The 10,000-square-meter facility, operational from 5 November 2025, is designed to accelerate local innovation by merging Porsche's engineering excellence with China's fast-paced digital ecosystem.

The opening ceremony was attended by Porsche AG board members, Shanghai government officials, and strategic partners, highlighting the center's significance in Porsche's global innovation roadmap.

"China is leading the way in future mobility, combining electrification, digitalization, and new luxury concepts," said Dr. Oliver Blume, Chairman of the Executive Board of Porsche AG, at the opening ceremony. "Solving the challenges of this transformation isn't possible from afar – it has to happen here. The China R&D is a strategic pillar that connects German engineering with China's digital future. This center will help us move faster, learn more, and strengthen Porsche R&D globally."

A strategic leap in local innovation

The new R&D facility consolidates Porsche's existing operations – including the Technical Division, Porsche Engineering China, and Porsche Digital China – into a single, comprehensive hub. With over 300 engineers already on site, the center integrates R&D, procurement, and quality functions to operate with enhanced autonomy and agility.

“Today marks a defining moment in our commitment to China," said Alexander Pollich, President and CEO of Porsche China. "This center is our promise to deliver intelligent solutions that deeply connect to the digital life and specific needs of our Chinese customers, while unmistakably being Porsche in every drive, as well as maintaining Porsche's engineering quality and reliability standards.”

Accelerating development with “China Speed”

The Shanghai R&D hub is already delivering results. Its first major achievement is a next-generation, China-exclusive infotainment system, set to launch across several Porsche model lines starting mid-2026.

“The China R&D allows us to tap directly into the country's fast-moving innovation ecosystem. This has enabled a significant acceleration of our development pace, cutting cycle times from years to months. As a result, we can respond to the evolving needs of Chinese customers with greater speed and in a more targeted manner," said Sajjad Khan, member of the Executive Board Car-IT.

“It brings Porsche's iconic design philosophy into the digital world with bold, clarity and precision," said Li Nan, head of China R&D and vice president of Technical Division of Porsche China. “Featuring an AI-powered voice assistant based on large language models, immersive 3D vehicle controls, and deep integration with China's digital ecosystem, this system represents how we're creating intelligent experiences that resonate locally while staying true to our global brand DNA.”

A decade of local R&D evolution

Porsche's journey in China began in 2014 with the establishment of Porsche Engineering's Shanghai office. This was followed by the founding of Porsche Digital China in 2021 and the launch of a local R&D satellite in 2022. The new center builds on this foundation to become both an extension of Porsche's core R&D in Weissach and a standalone innovation powerhouse.

“Our China R&D is founded on many years of innovation in this country. It will complement our R&D Center in Weissach and act as an additional innovation hub, leveraging China's fast-evolving technology landscape," said Dr. Michael Steiner, Member of the Executive Board for R&D. “By combining our engineering excellence with China's digital strengths, we aim to create something truly unique.”

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Title: Jojo Tang, Vice President Public Relations and Press Porsche China; Alexander Pollich, President and CEO Porsche China, Hongkong and Macao; Dr. Michael Steiner, Deputy Chairman and Member of the Executive Board, Research and Development; Sajjad Khan, Member of the Executive Board, Car-IT; Li Nan, Head of Porsche China R&D, Vice President Technical Division Porsche China (l-r); Porsche China R&D, Shanghai, China, 2025, Porsche AG
Subline: Jojo Tang, Alexander Pollich, Dr. Michael Steiner, Sajjad Khan and Li Nan

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Subline: Dr. Oliver Blume

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Subline: Sajjad Khan

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