

Porsche Engineering and Porsche Digital are evaluating consolidation

30/09/2025 Digitalisation has long since found its way into vehicle development. In this context, Porsche Engineering and Porsche Digital are currently evaluating the consolidation of competences by combining both corporate groups.

The goal is to decisively and jointly advance the development of integrated technology solutions and digital customer experiences – for Porsche, the automotive industry, and other sectors.

Porsche Engineering has deep vehicle, architecture, system, and software expertise. Porsche Digital complements these capabilities with competences in digital products and services at the customer touchpoints – ranging from marketing and sales to in-vehicle solutions and personalised customer support. By combining the development excellence of Porsche Engineering with the digital customer solutions of Porsche Digital, a comprehensive end-to-end offering is intended to be created.

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