

Porsche hosts Porsche Data Cup competition for developers

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15/04/2021 Porsche is inviting developer teams from various companies to take part in a digital innovation competition. At the Porsche Data Cup, contestants will develop data-driven B2B2C technology for smart home, fintech and insurance, and e-mobility applications.

The Porsche Data Cup allows programmers to test app mock-ups and develop new digital services with the help of the Porsche Car Emulator. The Emulator simulates real applications and, in doing so, grants participants access to replicated vehicle data, which they can use to test out their ideas under realistic conditions. The event is the third open innovation competition that Porsche has organised with the Berlin-based technology start-up High Mobility.

“We are confident that we as a company can only benefit from so many new ideas and innovations. Previous competitions have proven that to be the case,” says Andy Grau, Innovation Manager at

Porsche. “We want to further expand the Porsche ecosystem and are looking forward to collaborating with other companies to collectively shape the future with new apps and services."

For more than six weeks, developer teams will have the chance to work with realistic vehicle data from more than 140 open programming interfaces. The competition is aimed at developer teams from companies with ideas for data-driven services for smart home, fintech and insurance, and e-mobility applications.

Winning teams to present at the largest open innovation platform in Europe

The Porsche Data Cup begins on 17 May 2021, though registration will also remain open during the implementation phase until 25 June 2021. The winners will be selected in July by an expert judging panel and will be given the opportunity to present their project on 21 July 2021, on EXPO Day 10 of *Startup Autobahn* – Europe's biggest open innovation platform between established companies and technology start-ups.

The winning teams will also have the chance to develop their prototype with Porsche experts. To do so, they will receive access to interfaces of Porsche Connect Partner Services, with which selected service providers can access vehicle data.

What is Porsche Connect Partner Services?

Porsche Connect Partner Services was developed to offer Porsche drivers a whole ecosystem of tailored services for their car. “With Porsche Connect Partner Services, we are expanding our digital offering and providing customers with an enhanced Porsche experience," explains Manfred Wiedemann, Project Lead for Porsche Connect Partner Services.

Further information and registration details can be found on the Porsche Data Cup website: www.porsche-data-cup.com.

MEDIA ENQUIRIES



Stefan Mayr-Uhlmann

Spokesperson Finance and IT
+49 (0) 1523 / 911 7804
stefan.mayr-uhlmann@porsche.de

Consumption data

Taycan Turbo S Cross Turismo (Predecessor model)

Taycan 4S Cross Turismo (Predecessor model)

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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