

Porsche Cars North America announces Porsche Data Cup winners

05/05/2022 Porsche invited developers to create new applications from connected car data

Porsche Cars North America (PCNA) is announcing the three winners of its first ever Porsche Data Cup competition in the United States.

The winners were Adapt, Kimoby and Ravity, Inc.

Contestants were given access to the Porsche Car Emulator, a vehicle simulator with 140 data points, where applications can be simulated and tested under conditions that mirror the real world.

Developers were encouraged to submit their product ideas in the areas of on-demand car care, insurance and charging. Each project was scored on a variety of criteria including creativity, potential value and ease of implementation.Contestants pitched their projects to a jury including Porsche

management and experts from Berlin-based technology start-up High-Mobility, Porsche's partner in the competition.

"I'd like to thank all of the entrants and congratulate the three winners. This was a wonderful opportunity to discover the potential of our data and collaborate with developers," says Zabih Aria, Director, Strategy and Digital Business, at Porsche Cars North America. "Projects like the Porsche Data Cup helps contribute to our ultimate goal of enhancing the customer experience."

The event was the fourth open innovation competition that Porsche has organized since the inaugural Porsche Data Cup competition in 2021 in Germany.

Below are the details of this year's winners.

Adapt

Adapt is dedicated to helping the transportation industry to reduce Greenhouse Gas (GHG) emissions. The company developed an app concept that would enhance the Porsche Impact initiative. Currently customers have to remember and record their miles manually. The Adapt app will automate this process. The app will connect directly to a Porsche vehicle and calculates the carbon emissions of each trip and offer other incentives to customers to limit their carbon footprint.

Kimoby

Kimoby is a web-based Business Instant Messaging platform, working with more than 12,000 automotive retailers in North America. It currently accesses vehicle system data using OBD-II (On-Board Diagnostic II) devices. Those devices are hard to store, expensive and challenging to maintain. Therefore, Kimoby is trying to transition to OTA (Over-the-air) systems in hopes of improving the customer and retailer experience. For example, this technology will allow dealerships to have a better sense of the status of its own fleet and ensure cars are available when customers need them.

Ravity, Inc.

Ravity is developing a connected vehicle data platform that will enable car companies to bring innovative and unique connected products to the consumer. One product is a "coaching engine" that gives hybrid owners a "driving score" after each trip to help them better understand what actions they are taking that impacts fuel consumption and carbon emissions.

Info

The winning teams now have the chance to further develop their prototypes with Porsche experts at Porsche Connect Partner Services (PCPS), a program which provides access to vehicle data and enables third parties to develop new services to improve the digital experience of Porsche drivers. To learn more contact PCPS at pcps@porsche.us.

Consumption data

Taycan Turbo S Cross Turismo (Predecessor model)

Taycan 4S Cross Turismo (Predecessor model)

911 Carrera S Cabriolet (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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https://www.porsche-data-cup.com/

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