

Oliver Blume: “We have some exciting developments ahead of us.”

10/12/2024 Oliver Blume, Chairman of the Executive Board of Porsche AG, discusses the largest model offensive in company history, the flexible powertrain strategy, and prospects for the coming year.

Mr. Blume, 2024 was a very special year for Porsche, as so many new models had never been unveiled in such a short period of time. What was the highlight for you personally?

Oliver Blume: With the largest model offensive in the history of Porsche, we did indeed have some big plans for 2024. We updated four of our six model ranges, some of them fundamentally. Take, for instance, the Macan, which we now offer as an all-electric sports car for the first time ever. For me personally, the highlight is that we were so successful in achieving this feat with the efforts of our entire Porsche team.

The past year also saw its fair share of challenges for the entire automotive industry. How did Porsche manage to stay competitive in such a difficult environment?

Blume: The best way for us to stay competitive is to offer products that inspire our customers. Our two- and four-door sports cars make dreams come true for many people around the world. Still, even Porsche has to deal with difficult situations. For example, we had to resolve aluminum shortages resulting from flooding in mid-2024. And then there's the weak economy in China, especially in the luxury segment. Despite all that, we at Porsche were able to demonstrate our extraordinary resilience. So after a slow start, we eventually achieved Porsche speed again over the course of the year, which means we're going in the right direction. And that provides us with a basis for continued success.

You mentioned the largest model offensive in company history. What are you especially proud of?

Blume: This year, we launched the new Panamera, the new Taycan, and the overhauled 911 with a lot of groundbreaking innovations. The Macan, our second all-electric series after the Taycan, was introduced in September. And the response to the new model has been very positive in the media and among customers. Here at Porsche, that's something we can be proud of. With this product offensive, we're halving the average age of our model range to just one and a half years, making it, in this scope, the youngest in company history. This is a crucial step for establishing Porsche in a position of strength for the coming years.

While the EV market is growing, the transformation to electric cars is taking longer in some markets than originally expected. What does the Porsche drivetrain strategy look like?

Blume: Our product strategy is designed in such a way that more than 80 percent of our new vehicles could be all-electric in 2030 – depending on customer demand and development of electric mobility in individual regions around the world. We believe that electric mobility will establish itself over the long term. In my view, our all-electric vehicles are absolutely sensational. I spent most of my summer vacation in the Macan and have driven the car many thousands of kilometers – in the city, in tight parking garages, on gravel roads, and on the autobahn at high speeds. And I'm genuinely impressed, especially by what we offer here digitally.

Still, you continue to pursue a product strategy that offers multiple drive types in every Porsche segment.

Blume: Our drivetrain strategy is designed to be flexible, which allows us to fulfill the vary-ing needs of our customers in different markets. In the years to come, we will continue to offer three drive types at the same time: internal combustion engines, powerful plug-in hybrids, and all-electric models. It's essential that our customers in every segment – whether it's two-door sports cars, sports sedans, or SUVs – have the choice between these types of drive. We'll continue to offer the 911 with our iconic six-cylinder boxer engine, but the GTS version now also as a powerful sport hybrid (**911 Carrera GTS (WLTP)*:** Fuel consumption combined: 10.6 – 10.1 l/100 km; CO_2 emissions combined: 242 – 230 g/km; CO_2 class: G). In contrast, the new 718 will be all-electric, combining the typical mid-engine feeling with electric mobility. In terms of sports sedans, the Taycan represents electric performance, while the Panamera is available with an internal combustion engine or as a hybrid. And we also have a large selection for the Cayenne: gas-powered, hybrid, and, in the future, all-electric.

What role do synthetic fuels – so-called eFuels – play in this context?

Blume: Porsche is clearly committed to electric mobility and supports its ambitious ramp-up. We are focusing on a double E: electric mobility and, in addition, eFuels. These synthetic fuels do not compete with electric mobility, but rather complement the switchover in a meaningful way. Therefore, we at Porsche began looking for a synthetic fuel some years ago. Together with international partners and the Chilean operating company HIF, we have ensured the production of synthetic fuel on an industrial scale at our Haru Oni pilot facility since the end of 2022. After all, there are currently 1.3 billion vehicles with combustion engines on the road around the world. The switch to electric mobility is progressing at different speeds in different regions of the world and the complete changeover will take many years. In the meantime, eFuels could be used in existing vehicles without technical restrictions.

In what way does development in electric mobility influence the Chinese market?

Blume: China is a pioneer in electric mobility. In recent years, the Chinese government has invested heavily in the infrastructure and established clear incentives for electrifying road traffic. So in China, all of the crucial conditions have been met. According to a Chinese study, electric cars will soon account for at least 50 percent of all new vehicles sold there. However, the luxury segment remains a challenge there. We will continue to pursue a value-oriented strategy. Our philosophy is clear: "Value over volume." We're not interested in simply selling more. Our aim is to create more value over the long term with our products and brand.

What steps do you think are necessary to further advance electric mobility in Europe?

Blume: One central point is expanding the charging infrastructure. Electric mobility has no hope of progressing at a rapid pace in Europe without comprehensive, reliable, and fast charging options. We still have a lot to do especially in larger cities. And energy prices also play a key role. There needs to be enough affordable energy, ideally from renewable sources. Generally speaking, reliable conditions are just as important for the industry as they are for customers. Everyone involved – car manufacturers, politicians, and energy providers – needs to do their part.

In conclusion, Mr. Blume, is there anything you'd like to leave Porsche customers with for the coming year?

Blume: It'll be another exciting year for Porsche – full of innovations and new opportunities. We have some exciting developments ahead of us and draw on the best that tradition and progress have to offer. Our new models will set pulses racing. And with the flexible drive options, we have just the right vehicle for every requirement – whether it's a powerful, gas-powered car, a dynamic plug-in hybrid, or an all-electric model. We at Porsche live for performance, exclusivity, and incomparable quality. And that's precisely what we'll continue to offer our customers. Our goal is to inspire them and create a driving experience like no other. It's entirely up to our customers – and whatever they choose, it will be a Porsche 100 percent.

Info

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Author: Thomas Ammann

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MEDIA ENQUIRIES



Matthias Rauter

Head of Corporate Communications
+49 (0) 170 / 911 6346
matthias.rauter@porsche.de

Consumption data

911 Carrera GTS (WLTP)*: Fuel consumption combined: 10.6 – 10.1 l/100 km; CO_2 emissions combined: 242 – 230 g/km; CO_2 class: G

Macan 4 (WLTP)*: Electrical consumption combined: 20.5 – 17.7 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*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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Path: Oliver Blume: “We have some exciting developments ahead of us.”/Images/img_1.jpg
Title: Oliver Blume, Chairman of the Executive Board, Michael Mauer, Vice President Style Porsche, Singapore, 2024, Porsche AG
Subline: World premiere: Oliver Blume and Michael Mauer, Vice President Style Porsche (right), at the unveiling of the all-electric Macan in Singapore in January 2024. The launch of the largest model offensive in company history.

Path: Oliver Blume: “We have some exciting developments ahead of us.”/Images/img_2.jpg
Title: Oliver Blume, Chairman of the Executive Board, 2024, Porsche AG
Subline: A clear course: In terms of technology and climate protection, Oliver Blume, Chairman of the Executive Board of Porsche AG, stands behind electric mobility, without neglecting internal combustion technology.

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart