Porsche Engineering opens second tech location in Romania

15/06/2021 Porsche Engineering, the technology service provider and wholly owned subsidiary of Porsche, opens a second tech location in Romania.

With a new research and development site in Timioara, it is further expanding its network of innovation centres for developing the intelligent and connected vehicles of the future. The new location extends and complements the work being done by Porsche at its other Romanian site, in Cluj-Napoca. Opened in 2016, this base is home to 250 employees, who are working on various high-tech automotive projects.

“The tech activities of Porsche Engineering in Romania have been a great success story so far. The consistent growth with highly-skilled function and software specialists in Cluj-Napoca motivated us to consider expanding to a second Romanian location,” says Dirk Lappe, Chief Technology Officer at Porsche Engineering. Due to its high-tech environment in both the academic and business landscape, Timioara was the obvious choice for this. “Five years ago, when we first came to Romania, we were impressed by the creativity, flexibility, and fast-learning ability of the people we met,” continues Lappe. “We are happy to further tap into this potential with a second location in the vibrant city of Timioara.”

The company is aiming to hire around 50 people in Timioara in 2021 and has a mid-term target of 200 specialists there. It is planning to employ primarily software development and testing experts, who will work on a variety of automotive projects. They will focus on trends such as highly automated driving functions, machine learning, virtual energy management and intelligent body and cockpit.

“At Porsche Engineering in Romania, we are combining the latest technology from software and function development with automotive expertise – to make cars smarter, more user-friendly and more efficient,” says Marius Mihailovici, Managing Director at Porsche Engineering Romania. “We are developing new functions and features for unique brands, leveraging the latest technologies and following through our ideas, from concept to market. This is quite unusual for the automotive companies operating in Romania and it was one of the key points that attracted great talent to our organisation.”

The Timioara location will serve as another cornerstone in the global innovation network of Porsche Engineering, ranging from locations in Germany, the Czech Republic and the Nardò proving ground in Italy to Shanghai, China. The proximity to first-class universities plays a vital role in the international innovation strategy. With several technical universities, Timioara offers opportunities both from the employment and development point of view. “We are planning to connect with the Timoara Polytechnical University and West University for common projects from the academic world,” says Mihailovici.

"When I took office, I said that Timioara has a lot to offer to companies willing to invest in clean and durable technologies," says Dominic Fritz, the Mayor of Timioara. "I am glad that this message was heard by Porsche Engineering and I am looking forward to seeing their new R&D office in action. The municipality will always be open to investors that see the great potential that this city has."

About Porsche Engineering

Porsche Engineering Group GmbH is an international technology partner to the automotive industry. The subsidiary of Dr. Ing. h.c. F. Porsche AG is developing the intelligent and connected vehicles of the future for its customers – including functions and software. Around 1,500 engineers and software developers are dedicated to the latest technology, for example in the fields of highly automated driving functions, e-mobility and high-voltage systems, connectivity, and artificial intelligence. They are carrying the tradition of Ferdinand Porsche's design office, founded in 1931, into the future and developing the digital vehicle technology of tomorrow. In doing so, they combine in-depth vehicle expertise with digital and software expertise.

Porsche Engineering Romania SRL, headquartered in Cluj-Napoca, is a wholly owned subsidiary of Porsche Engineering Group GmbH and therefore firmly integrated in the global network of Porsche Engineering.

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