

Five Years of Innovations: Happy Birthday, Startup Autobahn

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28/12/2021 This summer, Startup Autobahn celebrated its fifth anniversary. Europe's largest mobility platform for open innovation has established an interface between large companies and creative start-ups in the field of mobility that is unparalleled in terms of innovative strength and diversity. A huge win — also for its cooperation partner Porsche.

To successfully implement new developments and bring them to market, several factors must come together. Among the most important is the improvement of the current state of the product, its scalability, the use of the right technology, extensive testing, the right timing, and the right partners. The Startup Autobahn innovation platform meets most of these criteria.

The program, which brings together young technology startups with promising ideas and industry-leading companies, recently celebrated its fifth birthday. Since its inception, more than 350 projects

have been realized and more than 250 events have been held. Porsche has been a partner since 2017 and has realized nearly 80 projects as part of the collaboration. Around one-third of the results are incorporated into series development.

Reimagine the mobility experience

The automotive industry is in the midst of a comprehensive transformation process. Here, opportunities are arising in many places to extend the definition of what mobility can be thanks to innovative solutions in the field of electric powertrains and battery technology, but also thanks to the increasing importance of software in vehicles as well as artificial intelligence. The issue of sustainability can also be pushed through cooperation, be it through the use of ecological materials or more transparency in the supply chain.

The pursuit of perfection and innovation is deeply anchored in Porsche's DNA. Ferdinand Porsche himself formulated this aspiration: "There has never been a quiescent point in the evolution of the automobile. We face many problems today, and once we've solved those, we'll face many new ones. We will keep on striving for perfection."

Startup Autobahn 2021

But Startup Autobahn is not limited to bringing innovations into vehicles. In addition, the start-ups show how technology can be used to improve the driving experience or make manufacturing more efficient. The following list shows where our cooperation comes in and how diverse the solutions can be. In recent years, Porsche and Startup Autobahn have been able to experiment greatly with artificial intelligence or try out new levels of reality such as virtual reality or augmented reality.

New approaches, many applications

Creative input for the 2030 strategy

By working with Startup Autobahn, Porsche can initiate innovations in all areas of the company. In doing so, Porsche learns from the knowledge of founders and offers access to the practical application itself. In each program run, the company's experts work with start-ups to develop prototypes and initiate production-ready implementation.

Startup Autobahn is not a typical start-up accelerator but offers an entire ecosystem for successful collaboration that fits seamlessly into Porsche's work with promising start-ups and founders. This includes building companies through the company builder Forward31 by Porsche Digital, the earliest stage investor APX and our cooperate venturing initiative Porsche Ventures, which strategically invests

in young companies and their ideas. As different as all these paths are, they all build on the 2030 Strategy and proactively shape the future.

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