

Tech Talks, Next Visions and Taycan Relaxing Rides: Porsche at the Web Summit in Lisbon

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08/11/2019 As an official partner of the Web Summit in Lisbon, Porsche discussed the future of sporting mobility with start-ups and creative minds.

The Web Summit in Lisbon is the largest technology conference in Europe. With a view to the Atlantic Ocean, more than 70,000 visitors from around 160 countries discussed global connectivity, intelligent technologies, changes in society and digital innovations over four days this week. On 23 stages, 1,200 international thought leaders, experts and representatives from politics and society presented their visions for the future. The Web Summit in Lisbon brings together the brightest minds to discuss one key issue: Which technologies will change our lives in the coming years?

Shaping the future of sports mobility in collaboration with partners

As an official partner of the Web Summit, Porsche was an integral part of this debate this year. Together with partners, start-ups and experts from various disciplines, Porsche presented itself as a discussion partner for the technology scene in Hall 3 of the Altic Arena.

"We know that we cannot shape the future of mobility alone. That's why we use conferences like the Web Summit as an exchange platform and an opportunity to find new partners," says Dr. Christian Knörle, Project Lead Strategy & Innovation at Porsche. "We are looking for ideas for the vehicle itself, but also for start-ups in areas such as entertainment, smart home and connectivity".

Quantum computing, e-mobility and digital sales at the Porsche booth

For three days, the Porsche booth in Lisbon was all about technologies such as blockchain, quantum computing and machine learning as well as topics like e-mobility, online sales and digital business models. Together with the High Mobility data platform, Berlin-based blockchain startup Gapless or the navigation pioneers of Chargetrip, the sports car manufacturer discussed visions of the future in short tech talks and open fishbowl discussions. How do corporations and founders work together? What role does artificial intelligence play in our lives and how does it change the automotive industry? What does navigation look like in the electric age?

Time for yourself as a luxury good

In addition to expert discussions, Porsche provided a special luxury at its booth during the event: the opportunity to relax. While more than 70,000 visitors filled the halls of the Lisbon exhibition centre, the Porsche booth formed a unique place of retreat in the midst of the noisy and highly frequented conference atmosphere. Together with meditation experts Eva Kaczor, Camilla Sacre-Dallerup and various "Unplug Video Sessions", visitors had the opportunity to meditate - openly or in closed groups, instructed or independently, in the morning, during lunch breaks or between inspiring lectures.

Taycan rides to experience sporty e-mobility

This peace and focus was also offered by the exclusive opportunity to experience the new Porsche Taycan on a trip through Lisbon. Visitors of the Web Summit were among the first to take a ride in the all-electric sports car, which was only launched in September. Among others, Dorothee Bär, Minister of State for Digitisation in the German Bundestag, and the German Ambassador to Portugal, Dr. Martin Ney, made use of this special opportunity.

Web Summit in Lisbon

The Web Summit is one of the key technology conferences that the sports car manufacturer attended under the motto "Next Visions" this year. At the re:publica in Berlin, the NOAH conference for founders and TNW in Amsterdam, Porsche also engaged in discussions with partners and entrepreneurs about the digital future. In November this year, the company will be present as a strategic partner of the SLUSH 2019 in Helsinki (November 21 - 22).

MEDIA ENQUIRIES



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Consumption data

Taycan Turbo S (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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