

Porsche further expands its cybersecurity measures

12/11/2024 Following a successful pilot project in 2023, Porsche is launching a four-week Bug Bounty programme this year. The sports car manufacturer aims to further improve the security of its products and digital services through the initiative, in collaboration with external cybersecurity researchers.

Highly skilled security researchers, known as ethical hackers, will participate in the programme under defined conditions on designated initiatives. Their task is to find and report any potential security vulnerabilities before they can be exploited.

The 2023 pilot project was a great success and involved more than 200 highly skilled security researchers from around the world. As a result, Porsche will now regularly launch Bug Bounty programmes to secure its digital services.

The Bug Bounty continuous cybersecurity programme

The Porsche Bug Bounty programme complements the existing services of the global cybersecurity team and is implemented by experts in this field at Porsche. It fosters the creativity and collective intelligence of the global security community. Initiatives are announced via established bug bounty platforms and if a participant reports a genuine security vulnerability, they receive a financial reward.

“Protecting customer, employee and corporate data is of the highest priority for Porsche,” says Jörg Möbes, Director of Information Security and Chief Information Security Officer of Porsche AG. “Participating in Bug Bounty programmes is therefore the next logical step in our comprehensive security measures.”

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