

Porsche Engineering expands presence in China with new office in Beijing

Le informazioni contenute in questa pagina riflettono lo stato dei fatti alla data di pubblicazione; alcune informazioni potrebbero risultare obsolete o non più accurate.

31/08/2022 Porsche Engineering, technology service provider and wholly owned subsidiary of Porsche, establishes another Chinese site to even better meet the ever-expanding localization needs for the Chinese market, particularly in terms of highly automated driving, connectivity, infotainment, and assistance systems.

The new location in Beijing extends and complements the competencies of Porsche Engineering at its other Chinese site in Shanghai, where more than 130 employees are already working on various high-tech automotive projects.

“Developments for China are ideally pursued in China itself; only there are the engineers close enough to

the market and customers to develop China-specific functions," says Peter Schäfer, CEO of Porsche Engineering and Chairman of the Advisory Board of Porsche Engineering in China. "We have already been well positioned for this in Shanghai, and the Beijing office's close proximity to key customers will support us in our plans to build an even stronger presence on China's market, further strengthening our capabilities in developing intelligent and connected vehicles." The new R&D office is located in Chaoyang District where a host of well-known automotive companies have set up their offices.

"The Chinese market has become a leading source of key technologies and industry transformation thanks to customers' affinity for high-tech developments. As a luxury sports car manufacturer, strengthening local investment and R&D is a significant part of Porsche's global innovation strategy," adds Michael Kirsch, President and CEO of Porsche China. "With the expansion of Porsche Engineering in Beijing, I expect a fast growth of the overall R&D and engineering capabilities of the Porsche Group in China, and further contributions to our success in the global market while promoting local innovation."

"Intelligent and connected vehicles are at the heart of Porsche Engineering's developments in China, as these services are well-sought," says Uwe Pichler-Necek, CEO of Porsche Engineering in China. "The opening of Porsche Engineering's new Beijing office is an important step towards realizing our goals of adapting to the special characteristics of the Chinese market and developing specifically for vehicles in China."

China's automotive market features a comprehensive digital ecosystem and specific legal requirements. Furthermore, the demands of Chinese customers are becoming more specific and exacting. Vehicle systems and development methods for China are largely carried out locally to cater to the special characteristics of the country. With strong commitment to the company's strategy, Porsche Engineering has therefore been active in China for more than 30 years and is continuing to expand its footprint in China. "At the moment we are in the middle of the recruiting process," adds Pichler-Necek. "We are always looking for motivated and qualified colleagues, who would like to shape the mobility of the future together with us." In China, Porsche Engineering employs primarily experts for highly automated driving, chassis, high-voltage systems, connected services and infotainment, who work on a variety of automotive projects.

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 vehicle of the future for its customers – including functions and software. Some 1,600 engineers and software developers are dedicated to the latest technologies, for example in the fields of highly automated driving functions, e-mobility and high-voltage systems, connectivity and artificial intelligence. Their aim is to carry the tradition of Ferdinand Porsche's design office, founded in 1931, into the future and develop the digital vehicle technologies of tomorrow. In doing so, they combine in-depth vehicle expertise with digital and software expertise.

Porsche Engineering (Shanghai) Co., Ltd., with its locations in Shanghai and Beijing, is a wholly owned subsidiary of Porsche Engineering Group GmbH and therefore firmly integrated in the global network of the international technology service provider. Porsche Engineering has been dedicated to the specific development requirements of the Chinese market for more than 30 years. With the establishment of a separate subsidiary in Shanghai in 2014, the company's local commitment was further strengthened and has been consistently expanded since then.

MEDIA ENQUIRIES



Sandro Kälin

Head of Communications Porsche Schweiz AG
+41 41 487 91 16
sandro.kaelin@porsche.ch

Consumption data

Taycan Turbo (Modello precedente)

*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).

Image Sublines

Path: media/Images/img_2.jpg
Title: Porsche Engineering expands presence in China with new office in Beijing, 2022, Porsche AG
Subline: Porsche Engineering expands presence in China with new office in Beijing.

Link Collection

Link to this article
https://newsroom.porsche.com/it_CH/2022/company/porsche-engineering-development-new-office-bejing-china-29561.html

Media Package
https://pmdb.porsche.de/newsroomzips/dd614885-c69a-4bdb-a492-a3caa29cc0ae.zip

External Links
https://www.porscheengineering.com/peg/en/

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