

Porsche announces launch of an open innovation platform

01/12/2017 Open doors for innovation: At the Slush conference in Helsinki, Porsche now announced the “Porsche NEXT OI Competition”.

Together with the start-up High Mobility, the sports car manufacturer will launch an open competition for digital development in February 2018. Applications focusing on the vision of the future sports car are being sought. Developers can use app-mockups in a safe environment to build their own applications and, moreover, to present and test these applications virtually with the help of a car emulator. Infotainment, navigation, parking applications or chassis play a role in this. The competition is open to interested parties worldwide and is aimed particularly at freelance developers, start-ups, students – but also to internal developers at Porsche, who are invited to participate outside of the limits of their own area of responsibility. You can find further information as well as access to registration here: www.porsche-next-oi-competition.com.

At the start-up conference Slush in Helsinki, Porsche is networking with talents and young companies. The goal is to exchange thoughts on innovative ideas and to give each other mutual inspiration. Amidst

the transformation of the automobile industry, the central topics for the sports car manufacturer are electrification, digitalisation and connectivity. Porsche is pursuing the vision of remaining the most successful brand for exclusive and sporty mobility in the future. Hence, the company is exploring new horizons and seeking collaboration with start-ups that provide innovative business models and solutions. Thilo Koslowski, CEO of Porsche Digital, spoke about Porsche's vision of the future and about how the sports car manufacturer plans to realise this vision in cooperation with innovative start-ups from all over the world.

At Slush, Porsche is also showing a virtual reality model of the Mission E, the concept vehicle of Porsche's first all-electric sport car. Together with the start-up ZeroLight, Porsche is enabling the Slush-attendees to virtually sit on the driver's seat of the Mission E and to experience the vision of the digital cockpit live.

Series version will hit the road at the end of the decade

The first fully electric Porsche sports car will be introduced on the market at the end of the decade. The key data: the goal is system power of 600 hp, acceleration from 0 to 100 km/h in 3.5 seconds and a range of over 500 kilometres. In terms of charging time, it should take approximately 15 minutes to recharge 80 per cent of the battery's maximum range.

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