

Porsche invests in Silicon Valley start-up “Miles”

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24/07/2018 Porsche Digital is investing in US start-up company “Miles”. The company – based in San Jose, California, and founded in 2016 – is launching the first smartphone-based rewards programme for all forms of travel. Miles has developed a digital platform that rewards users simply for travelling how they travel every day, across various modes of transport.

“Our aim is to tailor our approach to the Porsche customers’ behaviour patterns wherever possible, working across the entire mobility chain to ensure that we support them and they engage with our brand. Set against this backdrop, the strategic approach and the technology behind Miles make it an extremely promising prospect”, explains Thilo Koslowski, CEO of Porsche Digital.

The Miles platform is based on artificial intelligence, which makes it possible to develop a better

understanding of a customer's needs throughout a complete journey, and to anticipate those needs accordingly. Examples might include suggesting a suitable point to stop and refuel or recharge, or to stop for a break, or suggesting suitable mobility solutions for transport connections.

"Mobility today is a universal behavior that goes largely unrewarded," said Miles Co-Founder and CEO Jigar Shah. "To date, travel rewards have been siloed and limited to one form of travel – with consumers facing exclusions when it comes to earning and redeeming rewards. Miles solves this gap in market by allowing anyone to earn rewards - simply by traveling how they do every day."

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