

The world is changing with high speed

Natural Environment & Climate Change



Circular Economy



Energy Revolution



New Luxury



Chinafication & New World Order

Digitalization & AI



Automated Driving

New Mobility



Work & Employment



Regulation

PORSCHE

Porsche Vision 2030

The brand for those who
follow their dreams.



PORSCHE

**For our future success,
it is crucial to win over these target groups**



New Creative Leaders

Accomplished professionals
that look for design icons and
inspirational storytelling



Driven Females

Successful professionals
that have worked hard for
their success and want
reward themselves



Driven Youth

Young entrepreneurs who have
ambitious goals in life and look
for meaningful experiences

PORSCHE

Product Strategy

**PIONEERING
SPIRIT**
FUTURE

SPORTINESS
IMAGE

FAMILY
BASIS

HEART
HERITAGE



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Sustainability target 2030

0 g CO₂

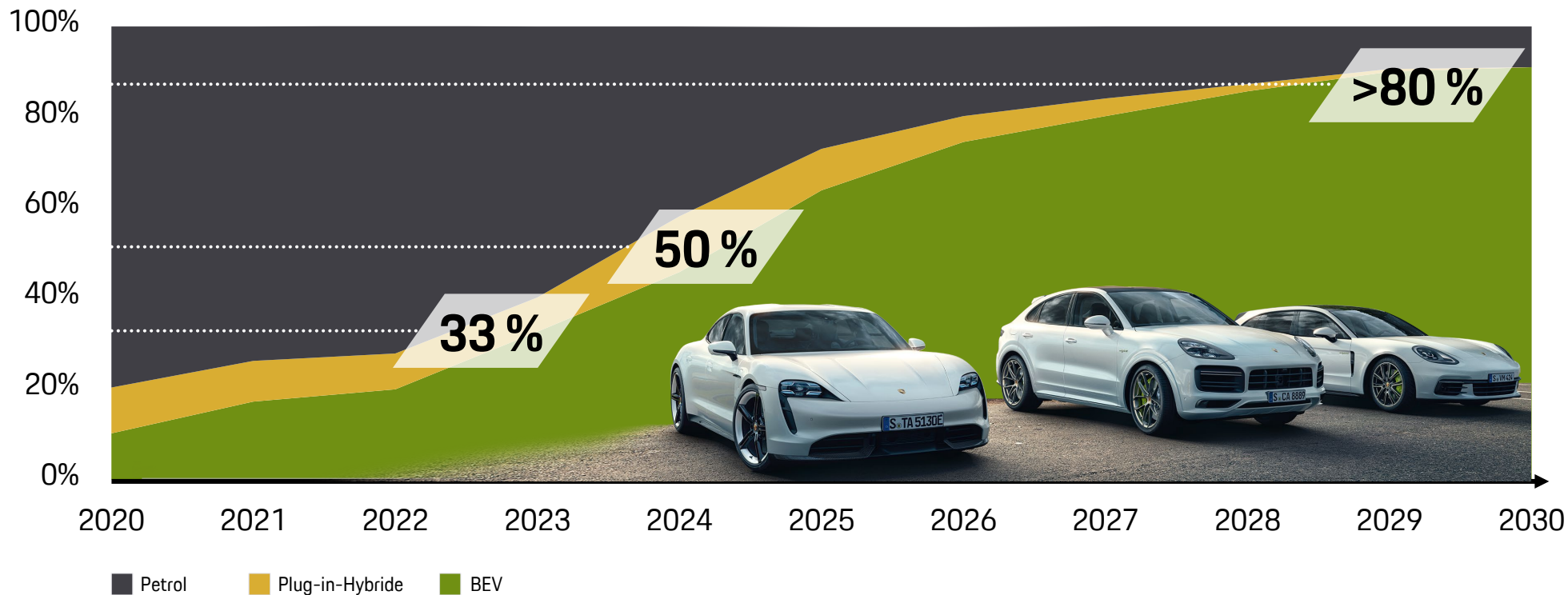


Carbon net
neutral by **2030**



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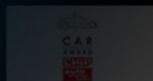
Porsche electrification strategy 2025 up to 50% electrified



PORSCHE

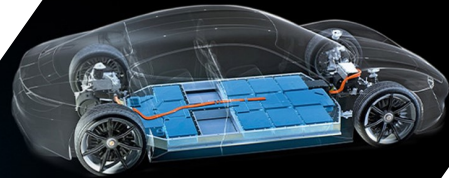
Innovative products

More than 50 awards
worldwide

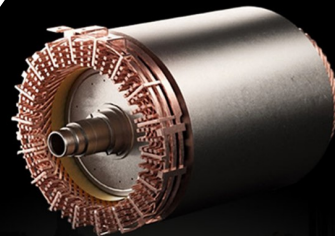


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Focus technologies



High Voltage Battery



Electric Drive



Charging



Software Architecture



Connectivity



eFuels

All innovation units contribute to one joint agenda



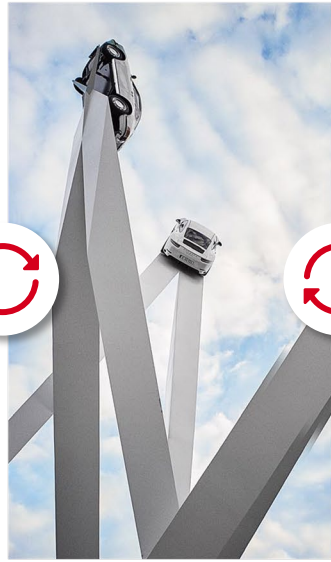
**Pre-
development**



**Innovation
Management**



**Porsche
Digital**



**Porsche
Ventures**



**Market
Innovators**



**Porsche
Engineering**