

AUTOMOTIVE

Porsche adapts to future tech, but will focus on driving experience

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Porsche's Mission E will spearhead the brand's foray into EV

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German automaker Porsche is the most recent luxury brand to create a forward-looking strategy that leans on electric vehicles, despite the "burden" it is.

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In an interview with Automotive News Europe in November 2017, Porsche chief financial officer Lutz Mesachie explained that the brand would like to invest in EV to compete with brands such as Tesla, but doing so is an "extreme burden on a company of this size." The automaker's CEO announced at its museum in Stuttgart, Germany that Porsche will undergo a "three-pronged" strategy to tackle EV and mobility to compete in the future, but the driving experience will still be the focus of the brand.

"With Porsche's Mission E, Tesla will no longer remain unrivaled in the all-electric luxury sports car category," said Julie Blackley, communications manager at [iSeeCars](#).

Luxury and EV

The future for luxury automotive is murky as new, borderline-shocking technology continues to enter the scene and grow in sophistication.

With environmental concern on most auto brands' minds, automakers are flocking to create EV strategies to cater to where they believe the industry is heading.



Porsche's Mission E. Image credit: Porsche

Driverless technology and electric-powered engines are becoming more of a reality, which can be difficult for a luxury brand to leverage.

Luxury automakers are often known for powerful and unprecedented driving experiences, which tools such as EV and autonomy can threaten. However, these brands also have a duty to stay on top of cutting-edge technology that wow consumers such as these.

Brands need to balance these two strategies to stay ahead.

Porsche is the latest to announce an aggressive EV strategy for the years to come. But like many others, it will hold onto its gas-powered business for a well-rounded strategy that caters to all drivers.

CEO Oliver Blume said that Porsche will focus on creating plug-in hybrids, emotional sports cars and sporty electric vehicles.

The brand's first EV will arrive next year, which will be an actualized version of its 2015 Mission E electric concept sedan.



Porsche looks to an electrified future. Image credit: Porsche.

In regards to autonomous driving, he also stated that Porsche will always be focused on the driving experience. But the place for driverless technology lies within parking, an experience that is cumbersome for drivers.

Electric activity

There has a consistent increase in the EV sector in automotive.

For instance, as consumers increasingly seek out alternatives to gasoline-powered cars, even Italian automaker Ferrari is entering the electric vehicle game.

The supercar brand is embracing changes in the auto industry with plans for its first battery-powered car. While many marques in the auto world have already embraced electric vehicles, supercar manufacturers were some of the last holdouts, but earlier adopters are putting pressure on them to move in a greener direction ([see more](#)).

U.S. electric automaker Tesla looked to shift the pickup truck narrative with what its founder calls a "game-changing" feature.

Tesla founder Elon Musk is promising that following the production of its all-electric crossover, Model Y, the automaker will get to work on an electric pickup truck. The luxury pickup truck industry is sparse, but including an electric motor and a mystery "game-changing" feature will put the Tesla pickup on a platform of its own ([see more](#)).

"Many automakers have announced plans to electrify their fleets in the coming years, but the announcement by the brand synonymous with the sports car will move the needle on how people perceive electric vehicles," iSeeCar's Ms. Blackley said.