

AUTOMOTIVE

## Porsche Digital fosters collaboration with Atlanta office

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*Porsche's Atlanta headquarters. Image courtesy of Porsche*

By STAFF REPORTS

German automaker Porsche is investing in its digital customer experience with the opening of its second Porsche Digital office in the United States.

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On Aug. 1, Porsche Digital, Inc. will open at Porsche Cars North America's headquarters in Atlanta, GA. This will be Porsche Digital's sixth global office, as the automaker looks to cater to the growing need for digital solutions within the buying and owning journey.

"The digital Porsche customer experience has to be as superb as the car itself, which is why we are continuing to speed up our transformation from purely a 'hardware' maker to a software company as well," said Klaus Zellmer, president/CEO of PCNA, in a statement. "The Atlanta team will collaborate with the global project organization from a local market perspective to make sure the best new digital tools are also customized to our users."

### Digital development

Porsche Digital, Inc. was founded in 2016 as a subsidiary of Porsche. Along with its headquarters in Ludwigsburg, Germany, the company also has offices in Berlin, Shanghai and Tel Aviv.

In the United States, Porsche Digital, Inc. has an existing office in Silicon Valley. This new opening in Atlanta aims to enable Porsche Digital to work more closely with teams from Porsche, such as those focused on user experience, software development and business analysis.

The Porsche Digital office in Atlanta will work on the brand's digital sales platform and its customer portal My Porsche.

Porsche is currently constructing a new office for the digital team to collaborate with PCNA's employees.



*Porsche Digital is coming to Atlanta. Image courtesy of Porsche*

As it expands in its two U.S. locations, Porsche Digital expects to have up to 45 employees by the end of the year.

"North America is home to both a highly engaged Porsche enthusiast base and some of the world's leading tech talent," said Stefan Zerweck, chief operating officer of Porsche Digital, in a statement. "It makes sense to deepen our team capabilities and our business roots in this market."

Porsche has rolled out a number of solutions aimed at making the brand experience more digitally driven.

The automaker tapped into the sharing economy with the launch of a subscription model of ownership for its vehicles.

Porsche Passport, available since Oct. 10 in Atlanta, allows enrolled consumers to rent up to 22 different models through a mobile app, allowing them to cater their car choice to their needs. As traditional car ownership becomes less of the norm, automakers are adapting their purchasing models to reflect consumer behavior ([see story](#)).