

AUTOMOTIVE

Porsche partners with Boeing on flying EV development

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Porsche and Boeing are exploring the future of flying cars. Image credit: Porsche

By STAFF REPORTS

German automaker Porsche is teaming with aircraft manufacturer Boeing to study the future possibilities of premium urban air mobility vehicles.

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Through the partnership, Porsche and Boeing will establish an international team to address various aspects of urban air mobility, including an analysis of the market potential for premium vehicles and possible use cases. Engineers will also develop and test a concept for a fully electric vertical takeoff and landing vehicle.

"Porsche is looking to enhance its scope as a sports car manufacturer by becoming a leading brand for premium mobility," said Detlev von Platen, member of the executive board of Porsche AG, sales and marketing, in a statement. "In the longer term, this could mean moving into the third dimension of travel.

"We are combining the strengths of two leading global companies to address a potential key market segment of the future," he said.

Partnership takes flights

Known for its powerful sports cars, Porsche has already begun branching out from conventional cars with its first electric vehicle.

The Porsche Taycan will be the automaker's first with an option for leather-free interiors, as consumers increasingly seek out alternatives to animal-derived materials. The car also incorporates recycled materials, furthering the sustainable positioning of the Taycan ([see story](#)).

Now, Porsche is looking to Boeing to help it translate that development into an electric vehicle for the skies.

Research from Porsche Consulting forecasts that the urban air mobility market will become competitive after 2025. It is expected that these urban air vehicles will be more efficient than current conventional vehicles.

Boeing already has relationships with several hospitality and aviation brands, including Four Seasons, Peninsula and Qantas. Boeing's subsidiary Aurora Flight Sciences will also be working closely with Porsche through this

collaboration.

Other luxury automakers are exploring aerial applications of personal transportation, betting that personal air mobility will be first embraced by ultra-affluents.



Aston Martin's Volante Vision Concept. Image credit: Aston Martin

In 2018, British automaker Aston Martin revealed its Volante Vision Concept, a luxury aircraft with vertical take-off and landing (VTOL) capabilities.

The Volante Vision Concept was produced with the help of Cranfield Aerospace Solutions, Cranfield University and aircraft engine maker Rolls-Royce Holdings PLC. An autonomous hybrid-electric vehicle, the Volante Vision Concept has space for three adults and the range for urban and inter-city air travel ([see story](#)).

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