

AUTOMOTIVE

Porsche hosts Data Cup competition for developers

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The Porsche Data Cup allows developer teams to work with realistic vehicle data. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

German automaker Porsche is inviting developer teams from various companies to a competition on digital innovation.

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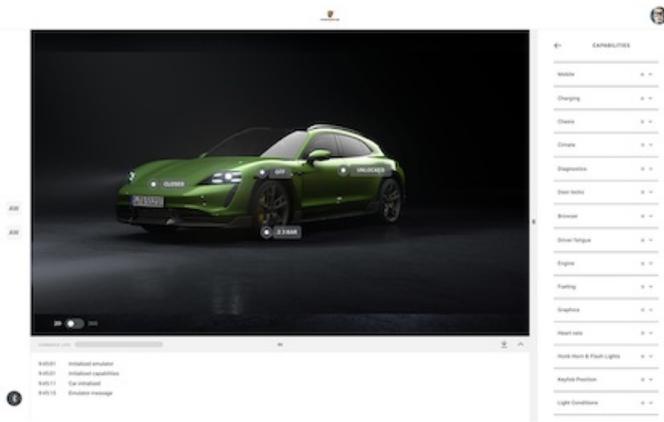
At the Porsche Data Cup, contestants will develop data-driven business-to-business-to-consumer technology for smart home, financial technology and insurance and electric mobility applications. This marks the third open innovation competition that Porsche has organized together with Berlin tech start up High Mobility.

"We are confident that we, as a company, can only benefit from so many new ideas and innovations," said Andy Grau, innovation manager at Porsche, in a statement. "Previous competitions have proven that to be the case.

"We want to further expand the Porsche ecosystem and are looking forward to collaborating with other companies to collectively shape the future with new apps and services."

Data Cup

The Porsche Data Cup allows programmers to test app mock-ups and develop new digital services with the help of the Porsche Car Emulator. The Emulator simulates real applications, granting participants access to replicated vehicle data, with which they can test out their ideas under realistic conditions.



The competition is aimed at developer teams from companies with ideas for data-driven services for smart home, fintech and insurance, and e-mobility applications. Image credit: Porsche

For more than six weeks, developer teams will have the chance to work with realistic vehicle data from more than 140 open programming interfaces.

The Porsche Data Cup begins on May 17, though registration will remain open during the implementation phase through June 25. The winners will be selected in July by an expert judging panel and be given the opportunity to present their project on July 22 on EXPO Day 10 of Startup Autobahn.

The winning teams will have the chance to develop their prototype together with Porsche experts, and will receive access to interfaces of Porsche Connect Partner Services, which was developed to offer Porsche drivers an ecosystem of tailored services for their car.

In a creative pursuit, Porsche recently tapped Olivier Rousteing, creative director at French fashion house Balmain, for an extensive and personal campaign focusing on self-realization.

A longtime fan of Porsche, Mr. Rousteing is collaborating with the marque on a series of short videos under the theme of "Drive Defined." In the first installment, the designer speaks about his uninhibited pursuit of his career in high fashion echoing the high standards set by Porsche ([see story](#)).

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