

AUTOMOTIVE

Porsche ups tech game with strategic partnership

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Software is becoming more and more important to luxury car buyers. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

German automaker Porsche is updating its vehicle range with the help of an outside party.

Through a new strategy partnership with Silicon Valley-based software supplier **Applied Intuition**, the brand is upping its tech game. Joint developments are in the works that will deploy and refresh vehicle features to support a unique consumer experience.

"Applied Intuition has been an important software partner for us and will help us to better understand the software in every part of the vehicle," said Michael Steiner, member of the executive board for research and development at **Porsche AG**, in a statement.

"Testing may then be done software-based and earlier in the development process," Mr. Steiner said. "With that, we can iterate faster and focus on building the best possible consumer experiences."

"This additional cooperation will strengthen Porsche's software know-how, complementing and supporting activities within the Volkswagen Group."

Software shape up

Both members of the partnership have a common goal to jointly create new offerings in the field of automotive software while maintaining ownership.

The hope is that this venture will also reduce the dependency currently held on black-box suppliers. This will simplify and speed up the implementation process.

Applied Intuition and Porsche announce joint developments

Porsche plans to use the solution that is built alongside software best practices, and continuous integration and continuous deployment processes to manage and deploy the technology in future vehicles through an off-board platform.

By teaming up with Applied Intuition, Porsche can design the software of its modern automotives. This allows the brand to keep specific customer solutions and integration in mind, which ensures that the developments work seamlessly within the models and add value.

The manufacturer has recently been bolstering the technological side of its business, from improving the battery range of its electric vehicles ([see story](#)) to entering video game universes ([see story](#)).

As software becomes increasingly vital in automaking, new-generation vehicles are expected to more regularly integrate updated components and purchase from varying vendors out-of-house.

“Software and AI development is very different from traditional hardware-driven automotive development,” said Qasar Younis, cofounder and CEO of Applied Intuition, in a statement.

“Integrating and updating different software and AI components can be especially challenging, and that is where our expertise comes in as an AI-first software company.”

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