Porsche Technologies: Porsche Engineering and Porsche Digital combine their expertise

21/10/2026 The international engineering services provider Porsche Engineering and the digital and software unit Porsche Digital will combine their expertise under the joint brand Porsche Technologies. This creates an integrated provider of holistic end-to-end technology solutions. The service offering is aimed at Porsche, the automotive industry, as well as other industrial and technology sectors.

With its new setup, Porsche Technologies responds to the increasing convergence of traditional engineering disciplines, software, digital services, and customer interfaces, as well as growing technological complexity and evolving market requirements. Porsche Technologies brings together Porsche Engineering's vehicle, architecture, systems, and software expertise with Porsche Digital's capabilities in digital products, services, and customer experiences. The joint portfolio expands the offering for customers across various industries, including automotive, commercial vehicles, space, maritime systems, defense, and medical technology. In doing so, Porsche Technologies builds on the legacy of the design office founded by Ferdinand Porsche in 1931, from which Porsche Engineering

emerged.

"With Porsche Technologies, we aim to combine, sharpen, and purposefully advance the best of two worlds," says Dr. Michael Steiner, Deputy Chairman and Member of the Executive Board, Research and Development, Porsche AG. "With an integrated portfolio of services and proven expertise across a wide range of industries and regions of the world, Porsche Technologies will continue to play a central role, both in Porsche's strategic development activities and in its business with other automotive and industrial customers."

The combined portfolio enables holistic technology solutions across the entire development and product lifecycle: from the initial idea through hardware and software development and validation to the operation of physical and digital products and services. The consistent application and development of data and AI technologies strengthen the entire value chain, optimize development processes and engineering toolchains, and enable innovative AI-powered products and services.

The launch of Porsche Technologies is planned for the beginning of the second quarter of 2027. Leadership will be assumed by Markus-Christian Eberl, currently CEO of Porsche Engineering, as CEO; Stefan Zerweck, currently CEO of Porsche Digital, as CTO; and Dirk Philipp, currently CFO/COO of Porsche Engineering, as CFO/COO.

With around 2,700 employees at locations in Germany, Spain, Italy, the Czech Republic, Croatia, Romania, Israel, the United States and China, an integrated development network with a global presence and local customer understanding is being created. It combines globally scalable technology solutions with the ability to implement specific customer requirements locally through a "local-for-local" approach. In China, the established path of a joint, integrated R&D hub will be continued under the brand Porsche Technologies.

The establishment of Porsche Technologies will be accompanied by a new brand identity that visualizes technological expertise and a commitment to innovation. Based on a clear geometric square shape, dynamic graphic elements represent the expansion of existing boundaries and the broader solution space enabled by integrated technology solutions.

MEDIA ENQUIRIES

Jonas Bierschneider

Spokesperson Research, Development and Technology
+49 (0) 170 / 911 4296
jonas.bierschneider@porsche.de

Image Sublines

Path: Porsche Engineering and Porsche Digital combine their expertise/Images/img_1.jpg
Title: Stefan Zerweck, Markus-Christian Eberl, Dirk Philipp (l-r), future leadership of Porsche Technologies, 2026, Porsche AG
Subline: Stefan Zerweck, Markus-Christian Eberl, Dirk Philipp (l-r), future leadership of Porsche Technologies

Link Collection

Link to this article
https://newsroom.porsche.com/en/2026/company/porsche-engineering-digital-combine-expertise-porsche-technologies-43556.html

Media Package
https://pmdb.porsche.de/newsroomzips/7892fee3-09e0-4d93-ac67-473880aa184f.zip

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart