



► Porsche's Automated Assistance Powered by **AIGC**

Q: How to make Porsche more competitive and luxurious in the era of AIGC

Jierui Liu
Sep - 2023



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Why Automated Assistance?

#2

Why AIGC?

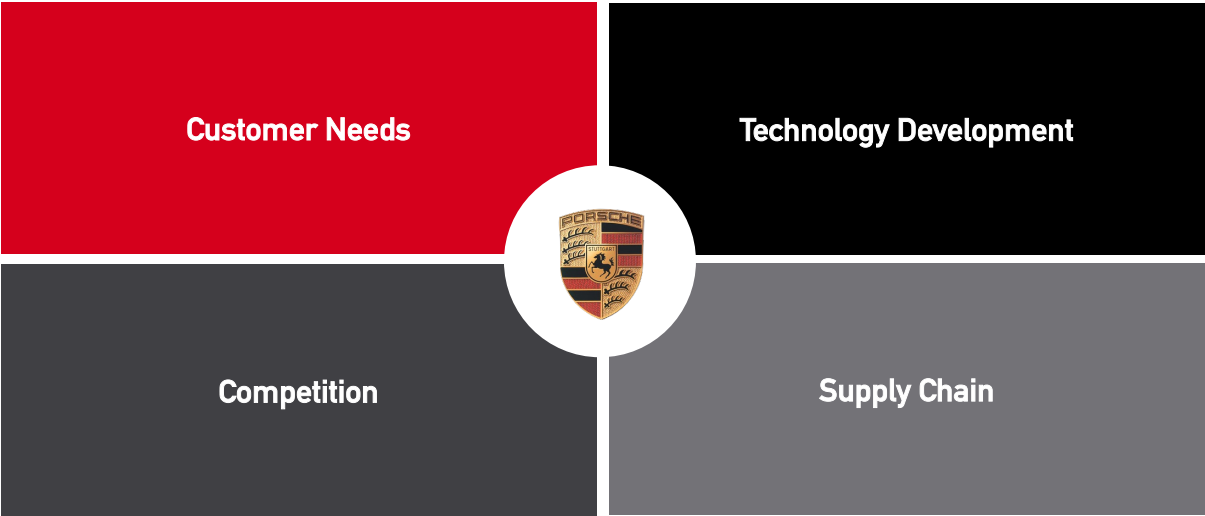
#3

How to implement?



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#1 Why Automated Assistance?



Customer Needs

In China, the owners of Porsche always locate in major cities. Because of the complicated road conditions, Porsche's sports car attributes are weakened. Our customers do want to take their hands off the wheel for some time. However, due to the special position of Porsche, it is certain that our customers will not always rely on automated assistance.

Competition

Percentage of vehicles with L2

62.2%

Source: Canalys

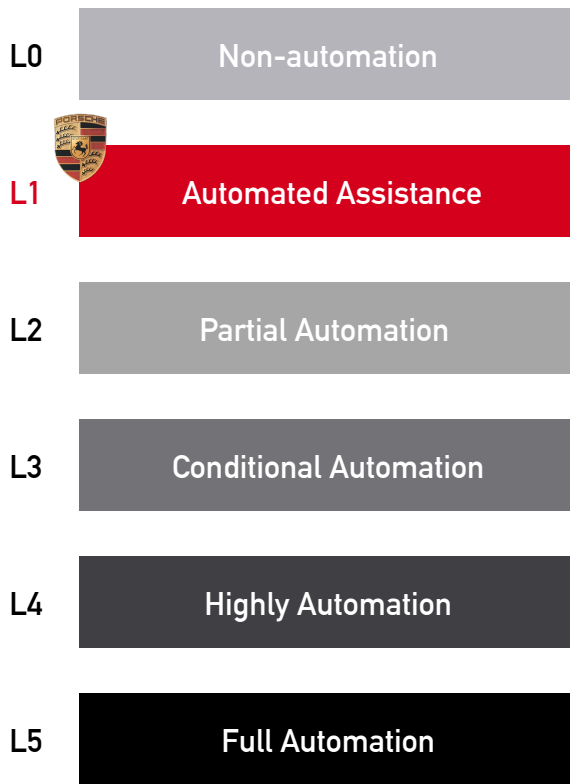
Percentage of vehicles with L2+

13.2%

Supply Channel

If most OEMs decide to apply Automated Assistance, numbers of components will be replaced, and the supply will change subsequently. Porsche must follow the trend to protect its supply chain.

Technology Development



AIGC Matrix

What can AIGC do

Scene Creation

Image Processing

Content Generation

How can AIGC support **Porsche**



Simulation Test

Data Analytics

Interaction

What objectives can AIGC achieve



Security Check

Driving Decisions

Consumer Perception



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Scene Creation

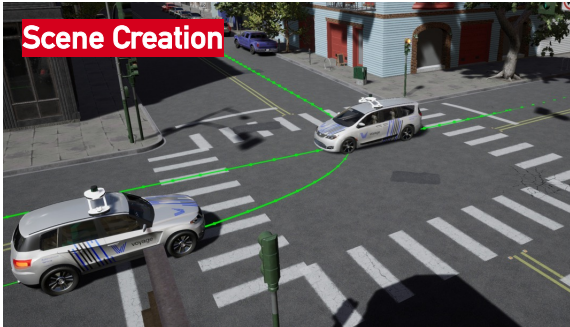
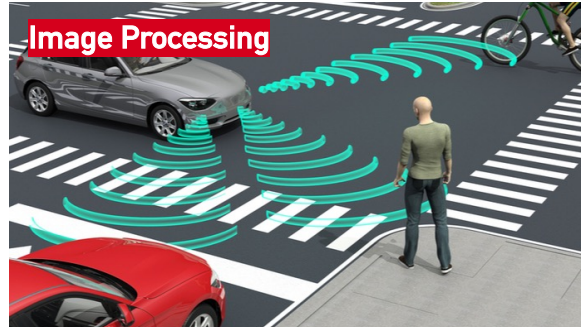


Image Processing



Content Generation



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Porsche and Mobileye announce collaboration



Porsche will take a leading role in the full integration of Mobileye Super Vision into its future models.

► Key Insight

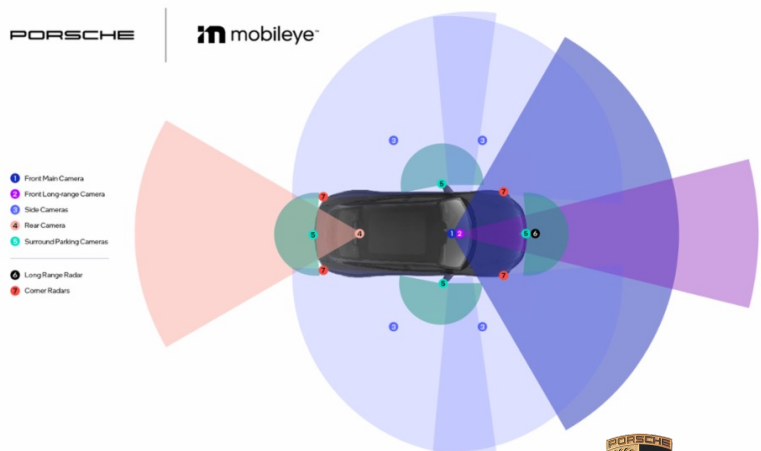
Balance the brand-worthy driving experience with the application of new technology.

To ensure a brand-worthy driving experience, the systems will be integrated and tuned by Porsche engineers. The system that monitors the driver's attention will also be customized by the company's in-house specialists. The same applies to its integration in the intuitive user interface of the Porsche Communication Management system.

About the Mobileye SuperVision™ system

Mobileye is a proven partner: The Volkswagen Group has been working with Mobileye on advanced driver assistance systems (ADAS) for years.

The Mobileye SuperVision™ technology can also be used by other Group brands as a platform solution.



Thank You



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A: Balance the brand-worthy driving experience with the application of new technology.

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