

Together we protect Porsche: Our Approach to Information Security

22/09/2025 The automotive industry is shaped by innovation, digitalization, and connected mobility. At the same time, the risks from targeted cyberattacks – such as sabotage or unauthorized access to data – continue to grow. In this dynamic environment, Information Security plays a key role in protecting business-critical data.

Under the motto **"Together we protect Porsche"**, Porsche pursues an integrated security approach. Security is not the sole responsibility of experts, but a shared responsibility across the organization. Only strong security awareness at every level enables threats to be identified early and effectively countered.

Information Security at Porsche focuses on three core areas:

1. Prevention – Risks are minimized through security policies, awareness trainings, and technical measures.

2. Detection and Response – Advanced monitoring and incident response mechanisms ensure attacks are identified early and contained quickly.

3. Continuous Improvement– Cybersecurity is a dynamic process. Porsche continuously evolves its strategies to withstand current and future threats.

Jörg Möbes, Head of Information Security at Porsche AG, emphasizes both a holistic view and a diverse team: "Given the increasing cyber threat landscape and the growing importance of digital business models, a diversified global cybersecurity team is a crucial building block to protect our company and further strengthen the trust of our customers."

By fostering an open and transparent security culture, Porsche builds trust within the company and its subsidiaries, ensuring that innovation can be implemented securely. Only together can Porsche AG protect the digital data and assets of its customers, employees, and the company itself – and shape a secure digital future.

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