

Life of the future



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An early morning run, biking on the weekend—relaxed forms of movement clear the mind for new ideas. That may be true for you as well. Movement of course also means mobility. When I travel for business, I like to look out and enjoy the view. When flying I am still fascinated by the take-off and landing. Sometimes when I approach a major city from the air, I wonder what it will be like to live and work down there in the future. How will we get around? Will I soon land in a strange new world? This issue of Porsche Consulting's magazine is about what lies ahead—with a focus on "cities of the future" and "mobility of the future."

Of course, there will always be pedestrians and joggers. Physical movement and exercise—which, after all, promote well-being—should never be superseded. But what will transportation look like in the cities of tomorrow? Will we still need drivers, locomotive engineers, and pilots? When autonomous driving makes parking lots superfluous, will we turn huge garages into urgently needed urban housing? What will we do with office space when people work from home? Would we want to eliminate brick-and-mortar shops in cities of the future because we do all our shopping online?

We could fill an entire evening with such thought-provoking questions. When one considers our lives today in conjunction with technological advances, especially those fueled by digitalization, a seemingly endless stream of ways to reshape nearly every process becomes apparent. Some things will become obsolete—such as the ticket machines that have been replaced by apps.

Everything is in motion, but not only in physical terms. The real world flows into a virtual environment that has long since arrived for us all. Extremely short development times, especially for digital products, are accelerating the pace of change and every good idea has a chance for rapid implementation. But that is not enough. In my opinion, there are many good individual solutions but still few overall concepts. If we do not wish to cede market control to a handful of global monopolists, now is the time to design big pictures—or at least to develop the requisite ideas. Despite all the advances, what we still lack are overall systems in which the gears mesh like the workings of an analog clock.

The major transformation that has already begun requires industries and businesses to think in new dimensions and structures. Tasks and roles will be divided in new ways within these networks, as will those of the people whose job descriptions will change as much as their lives in general. Everything is in motion, but some things should be allowed to stay the same—including that morning run.

Wishing you an enjoyable read,

A handwritten signature in blue ink that reads "Eberhard Weiblen". The signature is fluid and cursive, written in a professional style.