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Replacing parts in all Taycan models:

Using AI in pursuit of frozen Porsche customers

Porsche will replace a central part of the heater in all Taycan models. More than 2,000 Norwegian customers

have already switched. Now, Porsche is using AI in pursuit of the rest.

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PUBLISHED 12/12 2023 - 15:48 LAST UPDATED ON 13/12 2023 - 17:25

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Problems with a heater that neither heats the cabin nor preheats the battery have dominated the Porsche forums this winter.

It is popular Taycan models from 2020 and 2021 that are primarily concerned, but also the cars of model vintage 2022 will be serviced to replace a vital part of the heater.

Several Taycan owners have reported that the part has been replaced both two and three times.

Porsche has been working on the issue for over two years, after they first became aware of the flaw. But it is quite recently that they have found a replacement that they are confident in.

"I have had the problem myself in my own car and I understand that it has created a hopeless situation for our customers. We have spent time understanding what actually happens with this error, because it occurs somewhat unpredictably. But all the parts that we are now putting into the Taycan models we bring in for service are of a version we are completely confident will work properly," says Kevin Giek, Product Manager for the Taycan at the Porsche Group, in a Teams conversation.

Free

Porsche declined to give details on which part it was or who produced the part, but said the new part was made by the same manufacturer – and while the fade

has huge costs for Porsche, the supplier relationship is moving on.

And for customers, the switch happens free of charge.

The challenge is far more about finding the owners of the cars that need to be fixed first.

The problem with the heater was mentioned in industry magazines around the world last winter, but by then the Porsche Group did not yet have enough copies of the part they are now replacing into the cars.

"Now we have enough parts, but not to change all the cars at the same time. We prioritise those markets that have a cold winter – such as Norway. And an important part of the job is to identify the cars that are most likely to have this problem first," says Stefan Lutz, Quality Director at Porsche AG.

AI hunting

Every week, Porsche receives data from all car customers who have chosen to allow for sharing the automated data capture in the car, which applies to around 90 percent of customers in Norway.

"That information helps us a lot. Based on weather conditions where the car is driven, the use of a heater, frequency of charging and almost 60 other parameters, we can calculate a risk score, which provides good knowledge to predict who is most likely to experience the problem within a few weeks – and these can be called in for service first," says Kevin Giek.

The workshop work itself takes six hours.

And with around 2125 more cars being serviced, more than 2,000 man-days remain for Porsche's service partners.

Porsche has not set a date for when the problem will be fixed with all Norwegian customers, but says it is very helpful that the owners share the data in the car.

"It makes it possible to respond more quickly to those who need to get the shift first," says Giek.



FJONG TIL FJELLS: A Porsche Taycan with a full stop at the end of the range test – in the summer, thankfully...Photo: TOMM W. CHRISTIANSEN