DEVELOPMENT OF A BUSINESS MODEL FOR AUTOMOBILI PININFARINA
BASED ON DIGITAL PRODUCTS, DIGITAL SERVICES AND CHARGING INFRASTRUCTURE

Munich | Part-time or Full-time | Start date: February/March 2019
Application Deadline: latest mid February 2019

Automobili Pininfarina is an innovative new business, creating world-class electric cars for the luxury segment. With our roots in Italy, the strong backing of Mahindra & Mahindra Ltd., our head office in Munich and partners all around the globe we work in a truly international environment. From the start in 2018, we are building the foundation for a company, setting new standards in the automotive world.

What you will be doing

- Market analysis of available and future digital services for electric vehicles and their infrastructure (e.g. remote vehicle, over-the-air updates, autonomous driving, charging trends, plug-and-charge solutions)
- Focus on the market regions North America, Europe, Middle East and China
- Analysis of the political, economic, social, legal, environmental and technical environment, future trends and their impact on customer behavior and Automobili Pininfarina, focus on above mentioned digital and technology developments
- Competitive benchmarking of digital service functionalities in all major markets worldwide
- Customer centric evaluation and development of recommendations for future business models of Automobili Pininfarina
- Creation of a Roadmap to implement the recommended luxury EV features from customer point of view. Therefore a collaboration with all major stakeholders (Product Management, Technical Development, Brand and Sales as well as external partners) is targeted

Your Team Profile

- Bachelor or Master students with business, IT and/or engineering orientation
- Group of 3-4 students, application as a team
- High communication competencies and strong team orientation
- Strong analytical skills and advanced abilities in PowerPoint and Excel
- High affinity for new technologies
- Fluency in English (written and spoken). German and Italian would be beneficial
- Initial experience in automotive industry, entrepreneurship and business model development is an advantage
- Timeframe: Starting from March 2019, 3 months full-time / 6 months part-time, upon availability
- Internship /working student / thesis positions after project possible

Why we love working here

- More than 88 years of brand heritage combined with a highly dynamic team and the spirit of a start-up
- An innovative work environment that supports your personal and professional growth
- Daily fresh fruit, best Italian espresso and regular team events
- A truly international, English-speaking team with more than a dozen nationalities

If you want to write history with us and share our vision, apply via careers@automobili-pininfarina.com

Follow us on: www.automobili-pininfarina.com/