



automotiveIT Group

➔ Portfolio

automotiveIT
Business. Strategie. Technologie.



automotiveIT
international



carIT
Mobilität 3.0 - Die Zukunft der Automobilindustrie



business
impact



automotiveIT international Conferences -
London - Frankfurt - Hanover



Today's auto industry



Connected vehicle

Car sharing

Electric propulsion

Digital retail

Industry 4.0

Autonomous driving



The context

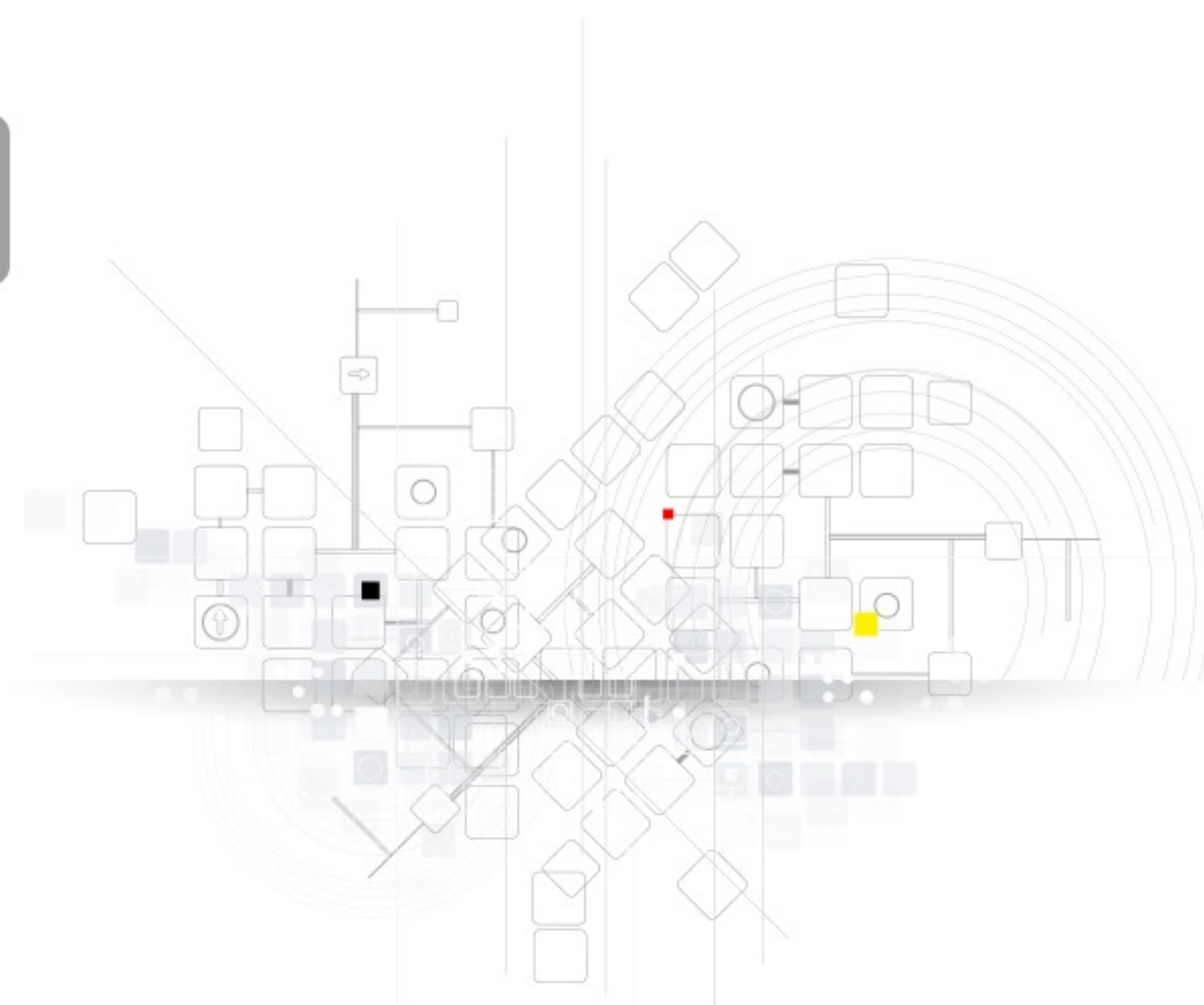
Staying alive, growing in new markets

Traditional values

Connected car and electrification

Slow development

Fuel efficiency and design still crucial





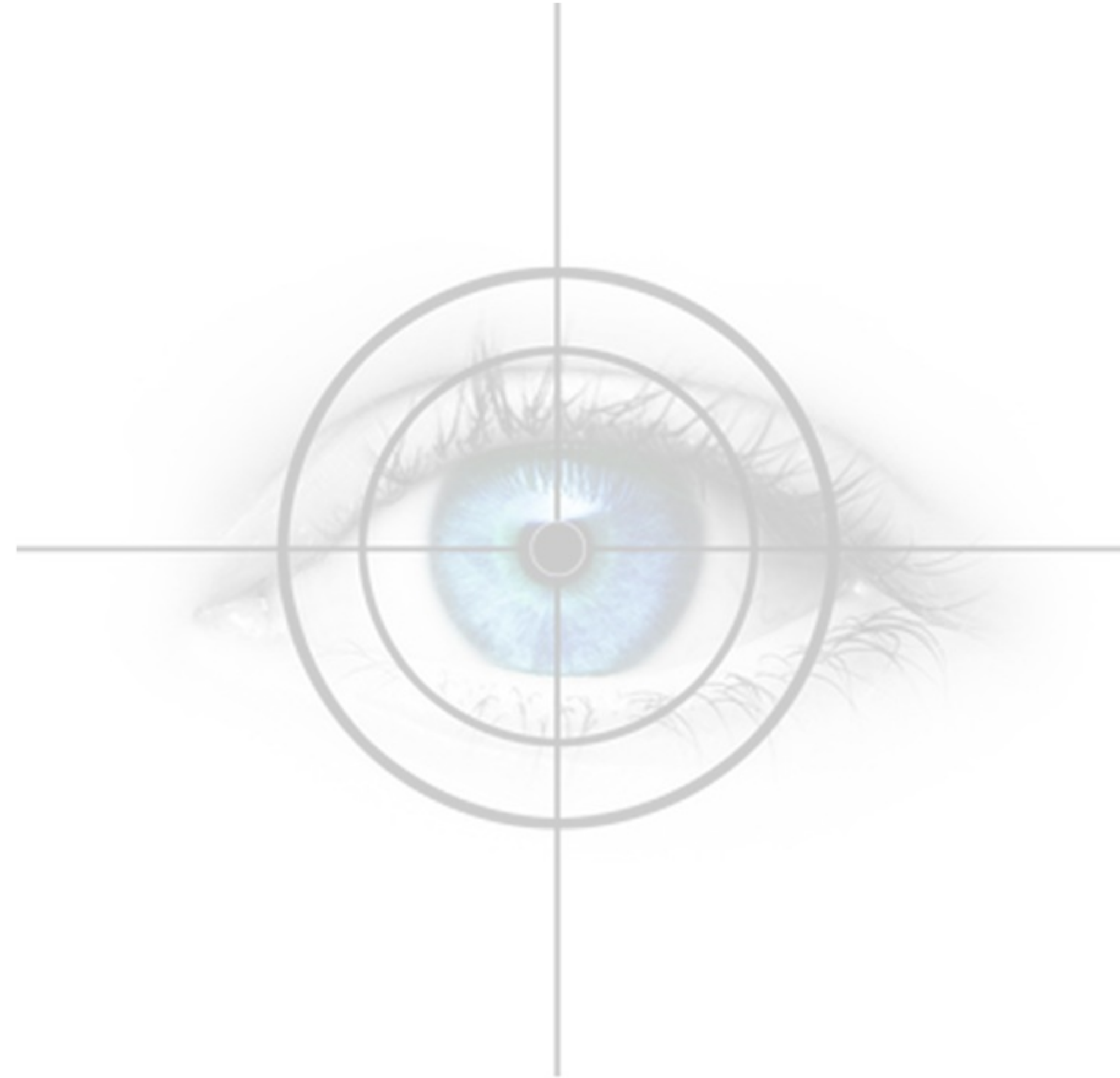
The priorities

How to sell to generation X

Keeping costs down

Engaging in new mobility

Identifying new USPs





Inside the car

21st century infotainment

Advanced driver assistance

More functions

Driver distraction





The marketing message

We offer the safest drive

In our car you have the most fun

We have the best infotainment





And radio...

Competes with other "apps"

Essential

Pretty good

Taken for granted

Not sexy





The carmaker's perspective



It's a commodity

It should be inexpensive

Easy to use

Not a USP



The to-do list

User interfaces

Connected car context



Hybrid services

Traffic information



Opportunities

Focus

Well-established

It works

Promotion

Integration





End

Thank you!

Arjen Bongard

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