automotiveIT Group

Portfolio

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
- Slow development
- Traditional values
- Connected car and electrification
- 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
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
Thank you!

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