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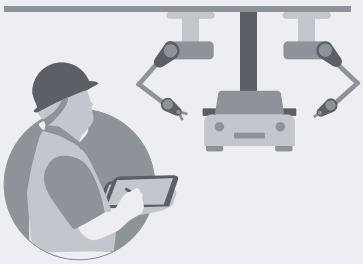
Automotive Ecosystem Vision Study

Next-Generation Transportation Mobility

The pace of digitalization accelerates to meet growing customer demands

After years of unprecedented challenges, the automotive industry is looking to increase operational efficiency and meet customer demand through collaboration and technology investments. As business models continue to evolve, forward-thinking leaders within the automotive manufacturing and distribution ecosystem are embracing digitalization, increasing supply chain resiliency and building industrial automation capabilities to differentiate their offerings and gain a competitive edge.

Technology Goals



Industry decision-makers see digitization of operations and the supply chain as a top priority:

- **81%** say they could better meet business objectives with more investments in technology
- **78%** believe they need to be more innovative to remain competitive

Future next-generation transportation mobility production will be powered by technology:

- **75%** plan to build strategic partnerships with technology partners to cut costs and mitigate risk
- **74%** are looking to gain greater visibility across the supply chain

Sustainability Focus

Both consumers and industry decision-makers view manufacturing sustainability as the top automotive industry challenge:

- **81%** of consumers prioritize sustainability and eco-friendliness when acquiring a vehicle
- **79%** industry decision-makers are aware of this growing environmental imperative

Consumers and fleet managers are seeking more visibility into the automotive ecosystem:

8 in 10 want to understand the source of materials and parts on their vehicle

8 in 10 desire end-to-end visibility during the manufacturing process

Customer Expectations

Building flexible manufacturing capabilities to support personalization is a top investment priority for industry decision-makers, while:

78% of consumers and **83%** of fleet managers say personalization factors into their purchase decision

Consumers and fleet managers are aligned on where they believe the industry should focus:

1. **INCREASING** safety
2. **INCREASING** the convenience of vehicle service
3. **IMPROVING** end-to-end supply chain infrastructure
4. **OFFERING** more personalization options

Learn how digitalization in the automotive industry can enable new levels of service and efficiency in next-generation transportation mobility.

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