



**Rupert Buchsteiner**

Vice President

WORLD CHANGE

# INDUSTRY CHANGE



CHANGE THE

# VEHICLE EXPERIENCE

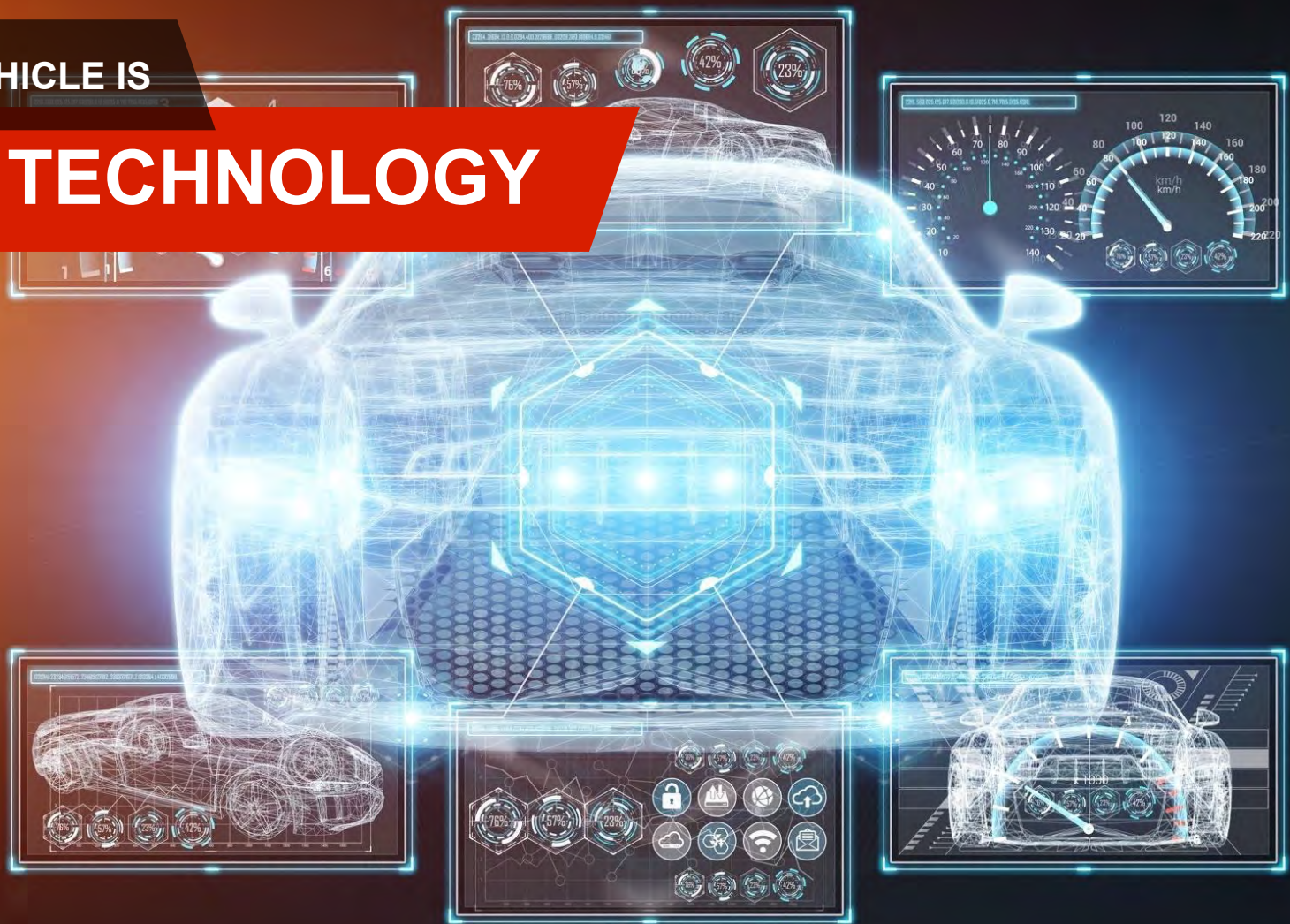
A VEHICLE DOESN'T USE

**TECHNOLOGY**



A VEHICLE IS

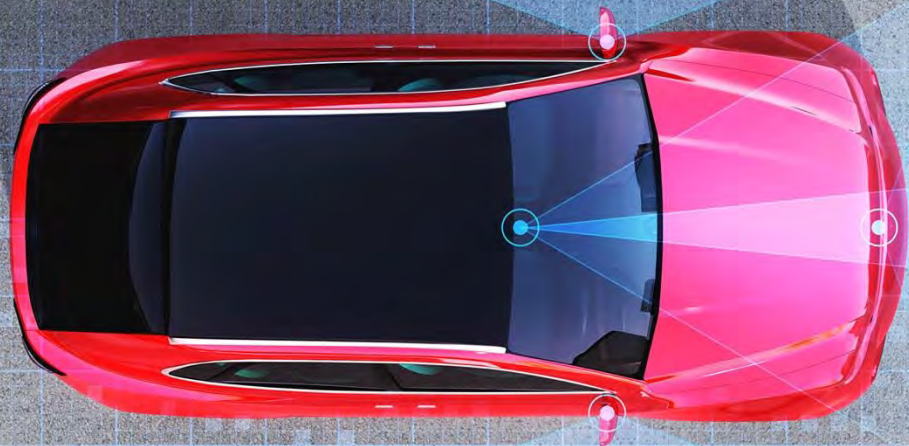
**TECHNOLOGY**





THE FUTURE

# OF MOBILITY



CONNECTED

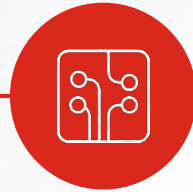
INTUITIVE

SAFER

SMARTER

# FUTURE TRENDS INCREASING PACE OF CHANGE

## Technology



Artificial Intelligence  
Virtual / Augmented Reality  
Internet of Things / Connectivity  
Driverless Cars (ADAS)  
Advanced Robotics  
Advanced Materials  
Additive Manufacturing  
Drones

## People & Planet



Urbanization  
Health Care Advances  
Aging Population  
Global Warming  
Solar/Renewable  
EV / Hybrid  
Wealth Distribution

- People/Countries



# New Mobility Landscape



Hail a Ride



Mass Transit



Taxi



Ride Sharing



Bike Sharing



Charging Station



Fleet Monitoring



Data



HD Mapping



Private Use



Real-Time Localization



TRANSIT HUB

THEATRE

WORK

OPEN

# FOR BUSINESS

Cooperation with  
industry players



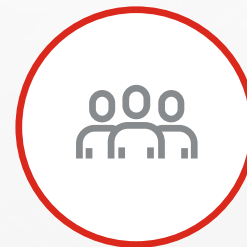
Universities



Start-ups



VC's



Cross  
Industry



**MOBILITY FOR  
EVERYONE**

# THE FUTURE



