

Automotive 2030 Japan

Accelerating on
the digital highway



Innovation is viewed in a larger context for automotive companies as an important enabler for enterprise reinvention

77%

Innovation is the most important

77% of Japanese automotive executives say innovation is one of the most important attributes for defining their competitive advantage

But just product and process innovation are not enough, executives are exploring deeper, larger enterprise-wide innovation for future survival

Types of innovation

Strategy - agility to address rapid change and opportunities	87%
Process and operations - transform business processes to create more efficiencies	84%
Products and services - create or improve products/services to differentiate	81%
Industry models - move into and redefine existing industries or creating new ones	80%
Enterprise models - define/redefine the role your organization plays in the ecosystem	64%
Revenue models - diversify how your organization generates revenue	62%

Innovation will continue to be of paramount for Japanese automakers. The key is drive innovation across multiple aspects of the business.

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Source: Automotive 2030 Consumer Survey. Q: How important are the following types of innovation to your organization? Rank 1 to 5. 4/5 responses.

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