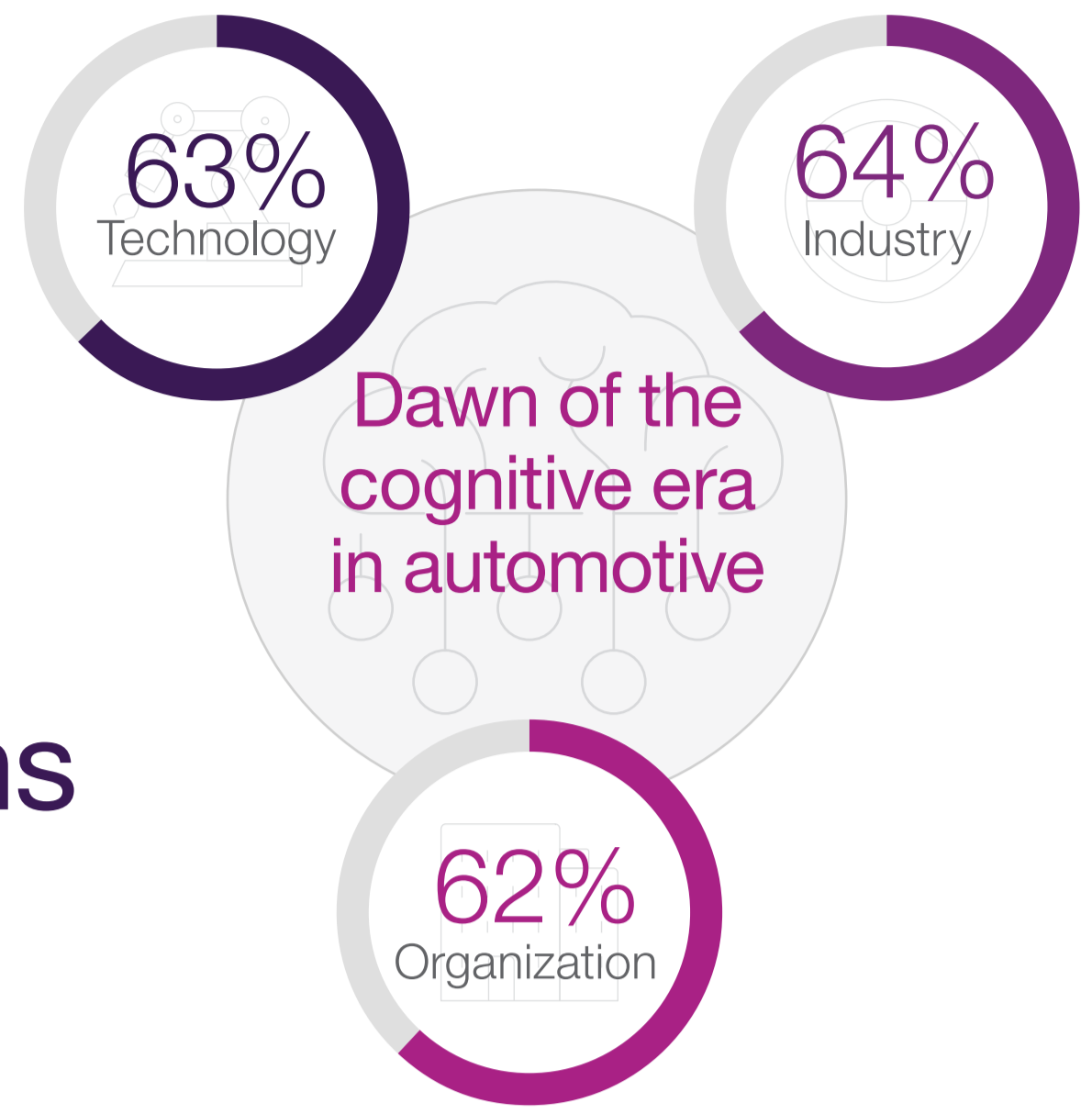


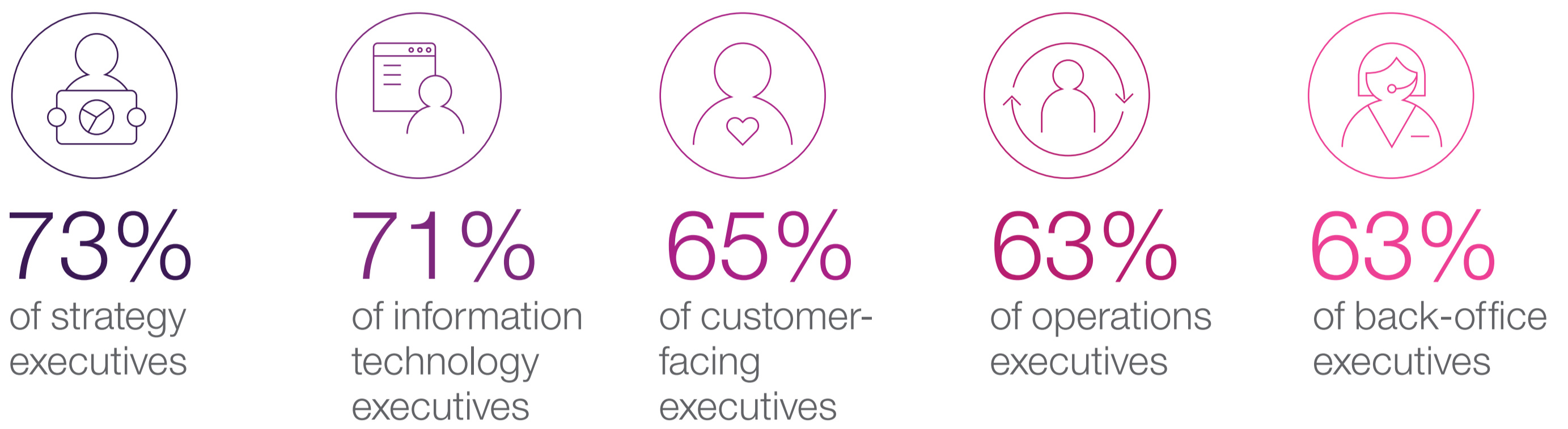
# The cognitive effect on automotive

Unleashing exceptional experiences from an abundance of data

Auto executives surveyed agree that **cognitive technology is market ready**, and their industry and organizations are ready to adopt it

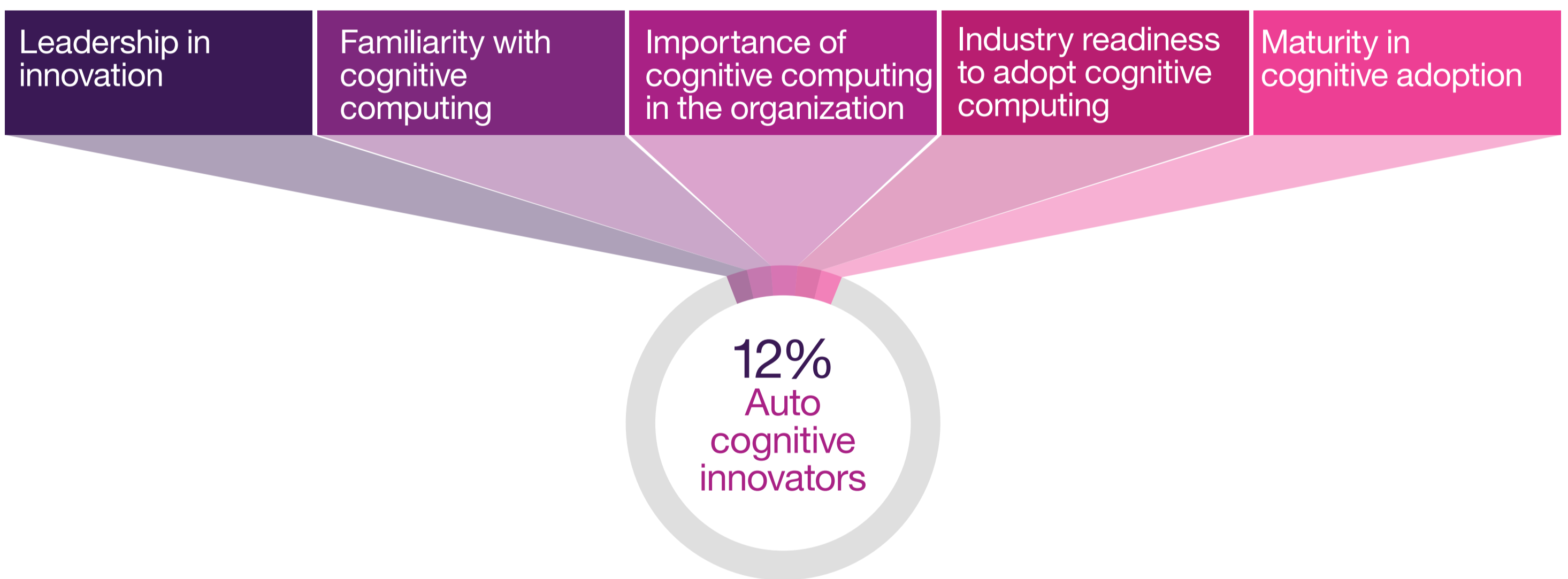


Functional executives in the auto industry agree that cognitive computing will be important for their organizations

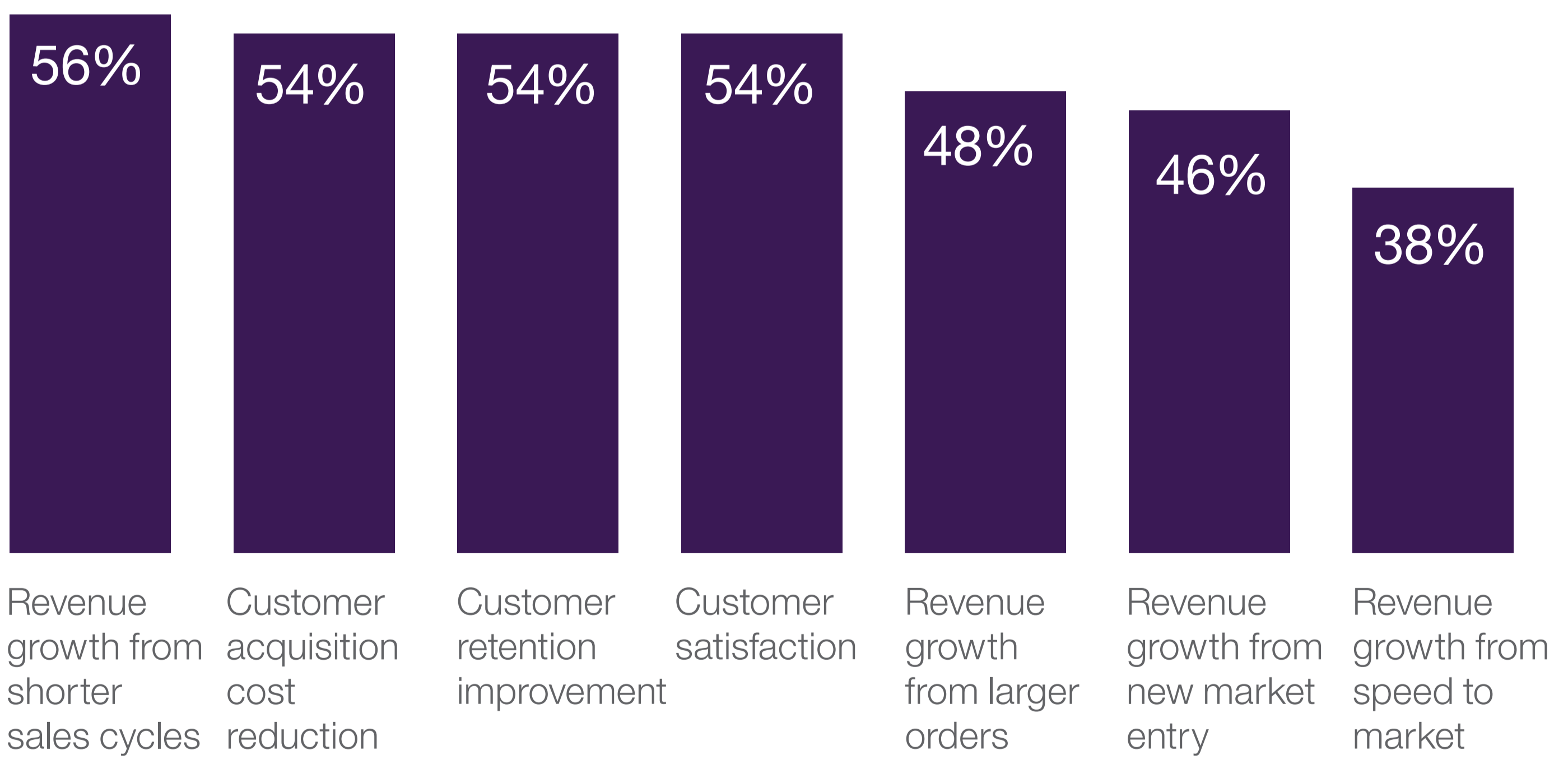


**Cognitive innovators:**  
Respondents who gave highest ratings to all five dimensions

5 building block dimensions



For innovators, growth is the primary objective of cognitive computing



We are at the dawn of the cognitive era in automotive. Cognitive innovators are leading the way.

To learn more, visit:  
[ibm.biz/cognitiveauto](http://ibm.biz/cognitiveauto)