

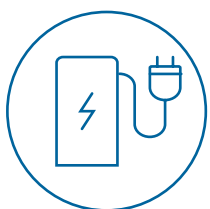
# Driving digital destiny

## Digital Reinvention in automotive

### Disruption has fundamentally changed the automotive industry



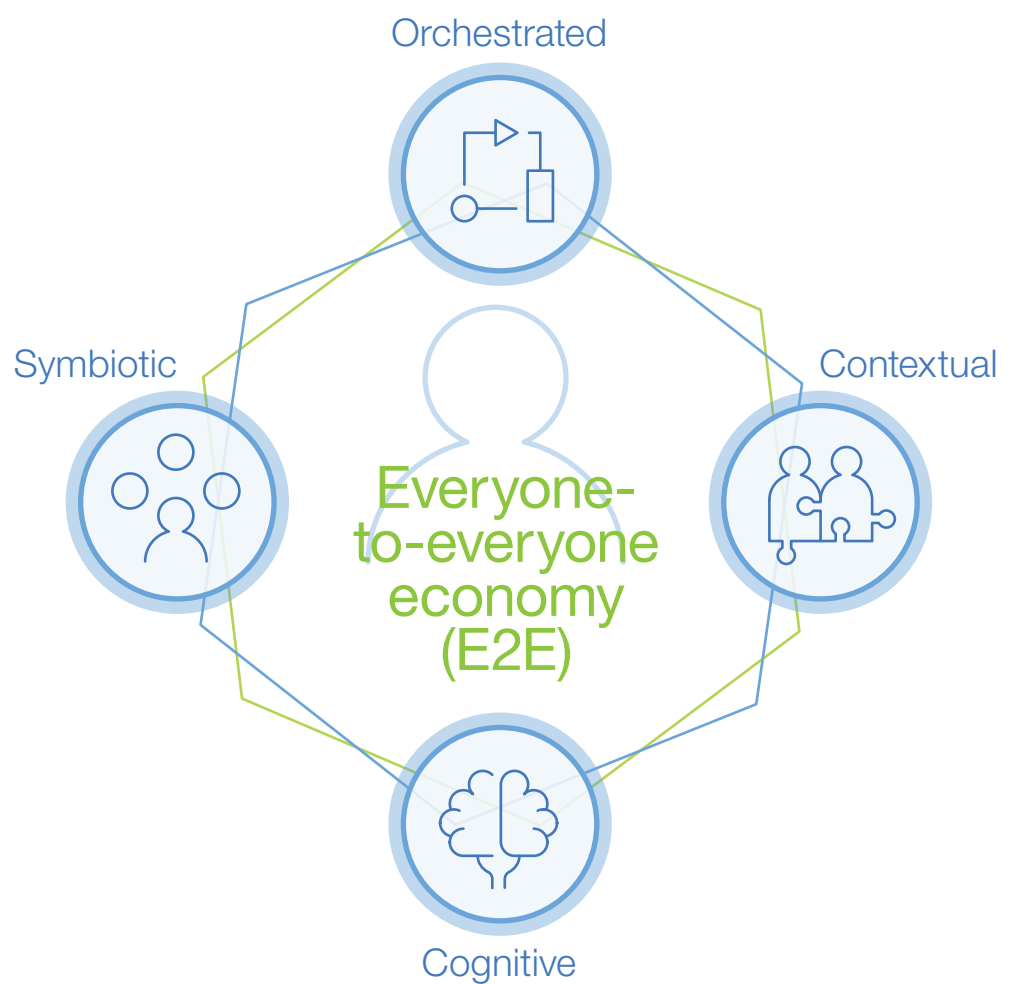
**73%** of automotive OEM executives rated mobility services as a significant area for co-creation with consumers



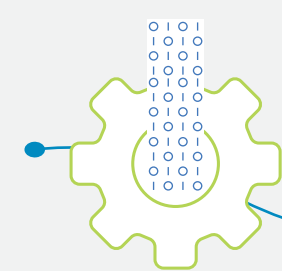
**75%** of automotive industry executives expect non-traditional industry participants to have a key role in the automotive ecosystem by 2025



**58%** of automotive executives rated collaboration with other industries as the best opportunity for industry growth as they progress toward 2025



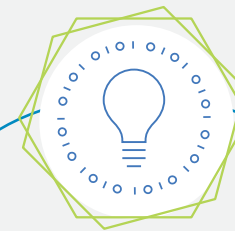
### Automotive organizations need Digital Reinvention to thrive in the face of disruption



**Digitization**  
Improve efficiency by applying technology to individual resources or processes

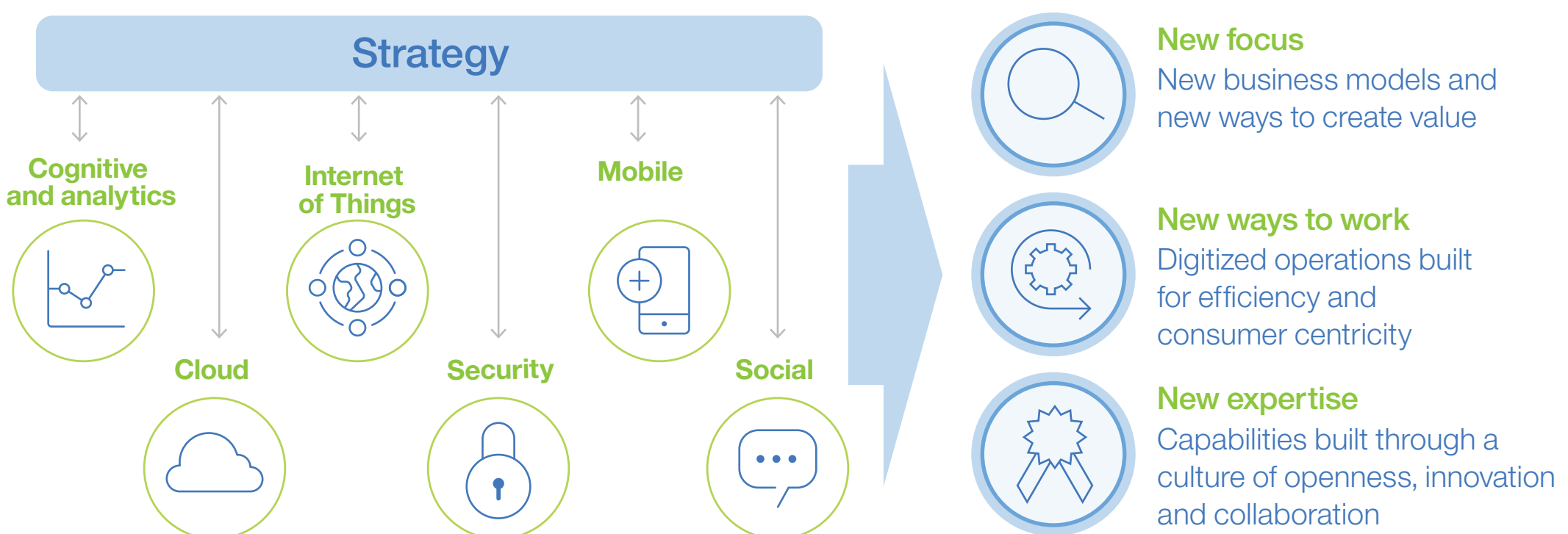


**Digital transformation**  
Digitize entire aspects of a business, producing consumer experiences that support individuals' needs or wants



**Digital Reinvention™**  
Incorporate digital technologies like never before to create revenues and results via innovative strategies, products and experiences

### Automotive businesses need to seize the digital advantage



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