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

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

- New focus: New business models and new ways to create value.
- New ways to work: Digitized operations built for efficiency and consumer centricity.
- New expertise: Capabilities built through a culture of openness, innovation, and collaboration.

To learn more, please visit ibm.biz/drautomotive