

# Automotive 2030

Racing toward a digital future



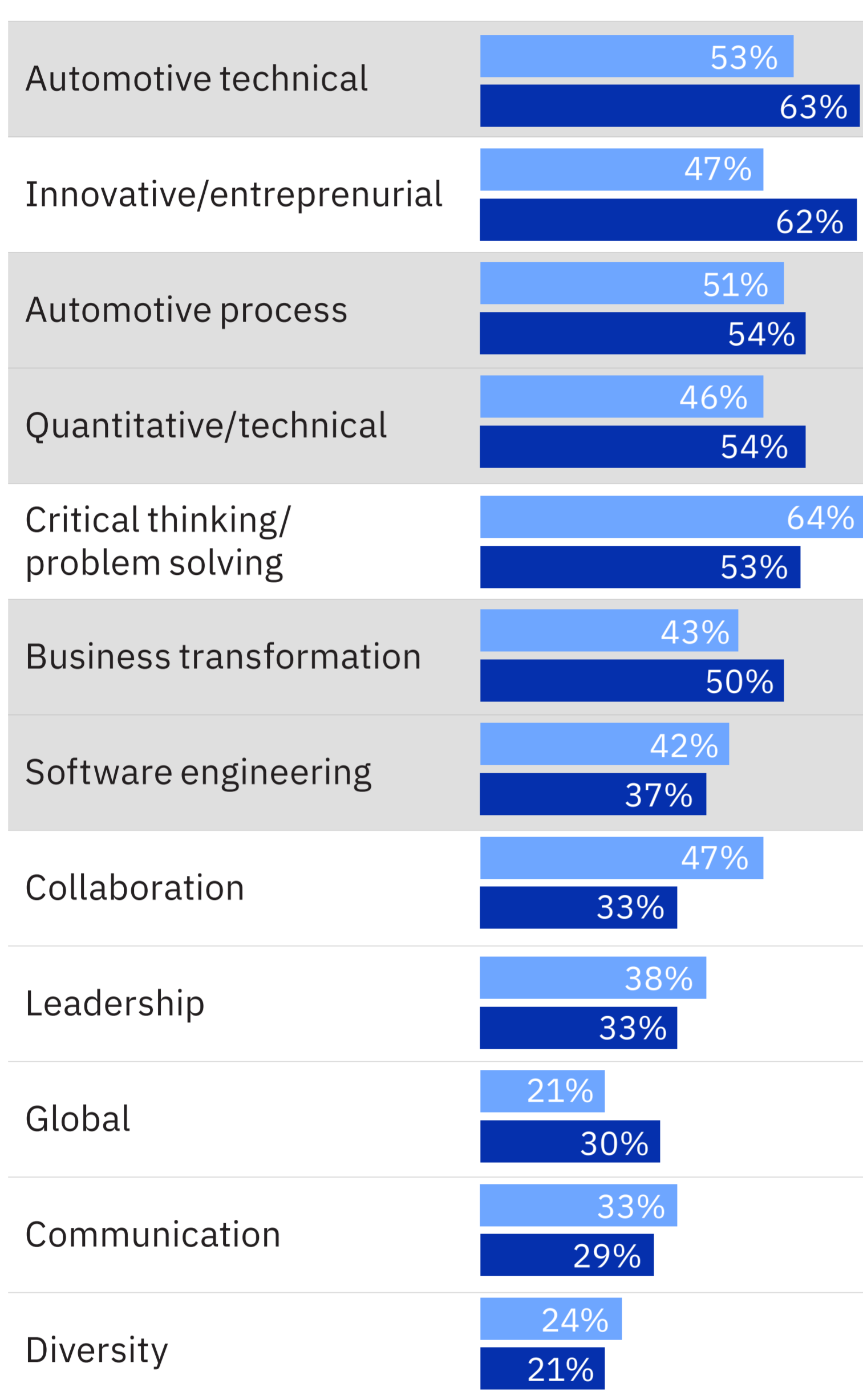
Reinventing the digital automotive enterprise requires new skills—and not just skills to do things faster.



USD 33 billion

Automotive companies will spend more than USD 33 billion over the next 10 years to reskill their employees.

## Workforce skills



Executives rated “hard skills” as most critical to their organizations’ success.

Hard skills

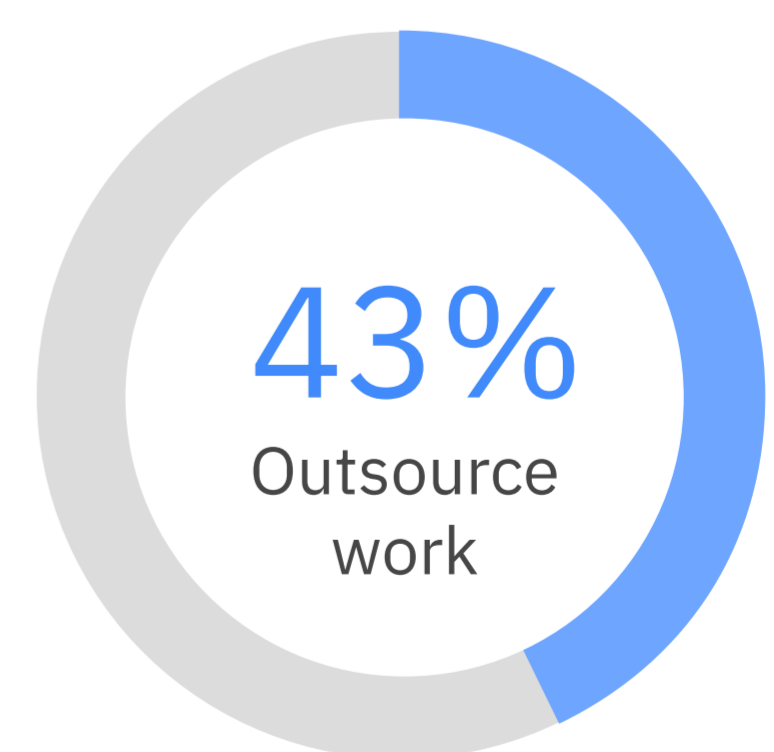
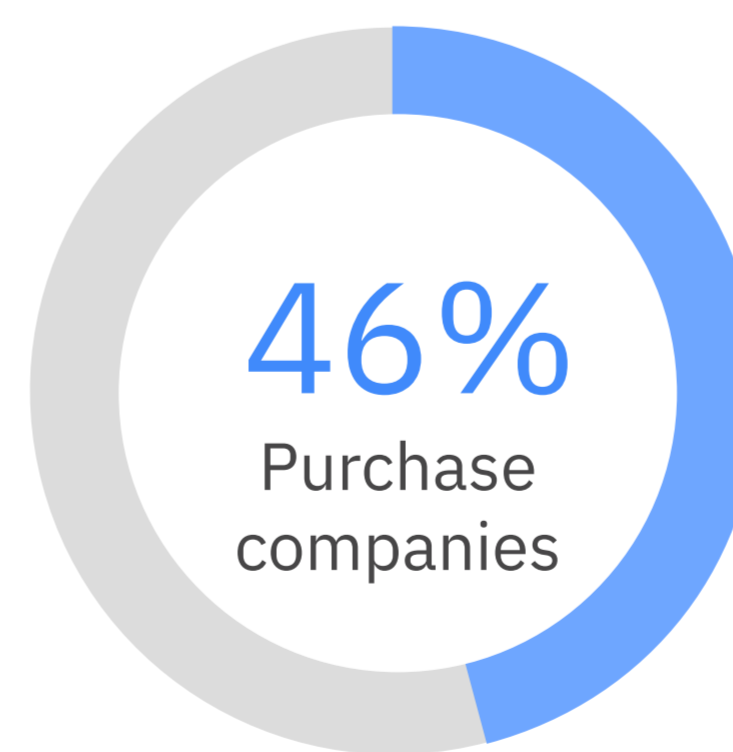
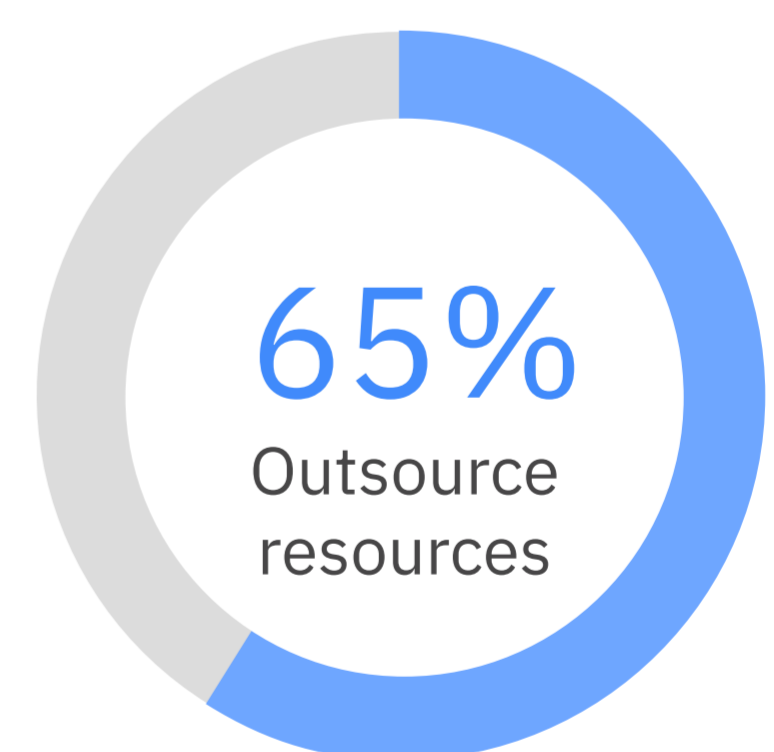
Soft skills

2019

2030

Source: Automotive 2030 Executive Survey. Q: What workforce skills are/will be critical to your organization's success? Select 6.

Multiple strategies will be used to fill the skill gaps.



With the pace of industry and technological change, the ability to maintain a skilled workforce will be a differentiator for those who succeed.

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Source: “Automotive 2030: Racing toward a digital future” research. IBM Institute for Business Value. September 2019.

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