



AUTOMOTIVE INNOVATION LAB

VIDEO TRANSCRIPT

“If I had asked people what they wanted, they would have told me a faster horses.”

Henry Ford

Times are changed.

The automotive industry is experiencing the most important revolution of its history.

Where are we going?

What is the mobility of the future like?

What is the role of the automobile in this great turning point?

Different answers need new questions ...

Because today's solutions are for yesterday's problems.

Big challenges deserve a space dedicated to rethinking everything.

Automotive Innovation Lab is born.

A space for research, reflection, debate and analysis about the sector that moves a country and the world.

A project to understand how the relationship between people and automobile will be; an engine of progress, social cohesion and sustainable development.

Purchase, rental, subscription, membership, sharing...

From the factory to the road. Technology, connectivity, electrification, personalization, distribution, after-sales...

A fresh look about new customers of the industry that is transforming at breakneck speed.

Automotive Innovation Lab.

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