Get Beyond the Wheel in Automotive

VIDEO TRANSCRIPT

The automotive industry is changing. Beyond all recognition. To a whole new mobility ecosystem. Towards a Connected, Autonomous, Shared, Electric future. As the industry transforms at pace from being defined by hardware to where the software behind the scenes becomes any new vehicle's most critical component. Where connectivity and a personalized customer experience will become more important than the vehicle itself. Yet the industry is also being re-imagined for a more inclusive, more sustainable world. So, how will we get there? How will we get beyond the wheel? In a word: together. As we help our industry to embrace an ecosystem ethos collaborating beyond industry lines deploying all our expertise, across the whole value chain. Leveraging innovative technologies and deep industry experience to ensure a more connected and successful future for us all.