



# THE NEW AUTOMOTIVE DEALER: DESIGNED FOR ME

## VIDEO TRANSCRIPT

### Cars are being reinvented

- Self-driving vehicles...
- Connected cars
- Shared mobility

### But what about dealerships?

- Oems and dealers can reshape the future of automotive retail
- Engage "me" everywhere, anyhow
- Data-driven retail

Today's car buyers move seamlessly from online to offline  
...and they expect to be recognized throughout their shopping journey

Technology as an invisible enabler to enhance physical experience

**Join us to start forging the future of automotive retail, today!**

**To deliver the best customer experience**

- At accenture's customer innovation network
- To live and test real-world solutions and prototypes

Customer journey:

- Data-driven digital marketing
- Advanced online experience through human interaction
- Seamless and integrated purchasing journey

- Individualized welcome
- Personalized content and engagement at the dealership
- Reimagining the dealer of the future and future formats
- Removing physical barriers
- Reimagining the test drive experience
- Leveraging personal profile data to customize the purchase experience
- Data-driven upselling and dematerializing processes
- Fully integrated digital user experience through connected car services

### **The new automotive dealer: designed for me**

Where digital and physical experiences meet future customer expectations

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