

A large, stylized orange chevron pointing to the right, serving as a background for the text.

High performance. Delivered.

# Digital Customers Transform the Automotive Industry

## Video Transcript

The pervasiveness of Digital is transforming the customer automotive purchase experience. New advances in technology, expectations, and the way we shop have evolved the automotive customer journey beyond all imagination. This is an exciting new era, blurring the line between customer, dealer and manufacturer as configure to order capabilities allow us all to sculpt and configure, the vehicle of our dreams. In a truly global marketplace, going online is no longer just the first step to buying a new car but a chance to research, mould and configure vehicles that will fit OUR lives. Accelerated

technology evolution means that customers will have the chance to book appointment, engage with experts and digital services at the dealership exploring model and spec information digitally and experience immersive, cutting-edge design in breathtaking virtual reality. Vehicle personalization configuration decisions on the manufacturers' shopfloor rest in the hands of the consumer, taking place on tablets in homes and coffee shops. The modern customer is better informed and more discerning than ever and smart technology keeps us connected to information, advice and reviews. By keeping

ahead of the curve in a landscape of accelerated evolution and social media conversation it is possible to bring your customers ideas to life. Fast-tracked research and development streamlined manufacture and efficient production transforming ideas into concepts, and concepts into reality. Configure to order is no longer a vision of what might be. The automotive future is already here. What are you waiting for?