



TECHVISION AUTOMOTIVE INDUSTRY VIDEO TRANSCRIPT

In this year's Accenture Technology Vision—Intelligent Enterprise Unleashed—we've identified five technology trends that will reshape how we live, work and play over the next few years. While all the trends resonate with the automotive industry, three in particular represent key opportunities that may bring about tremendous gains in the future for automotive companies.

The astonishing advances in the automotive industry—from virtual showrooms to autonomous driving and smart traffic infrastructures—are now reshaping mobility for the 21st century.

Let's take a closer look at these trends:

- The first is Extended Reality - By removing the distance between car buyers and vehicles, and between employees and the information they need to get work done, the advancement of virtual and augmented reality technologies represents a hugely significant development for the automotive industry.

- Citizen AI - For automotive companies, the principal focus for AI to date has been inside the vehicle. To a great extent that means using AI technologies to provide a differentiated driving experience.

- For example, Mercedes launched at the Consumer Electronics Show in Las Vegas its "Mercedes-Benz User Experience," a new operating system using artificial intelligence technologies for a range of infotainment and connectivity features that customers will crave.

- o And Internet of Thinking - Businesses are making big bets on intelligent environments via collaborative robotics called "cobots", AI and immersive experiences. To bring these intelligent environments to life, leaders must extend their infrastructures into the dynamic, real-world environments they want to reach.

Thank you for listening, and I hope I've peaked your interest to explore Accenture's TechVision 2018 report and our shorter automotive industry specific related content on Accenture.com where you can find many real-life examples that resonate with your business needs. Thanks a lot.

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