




# Disruption in the automotive industry

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*“Everything changes. The  
one who adapts in the best  
way to it’s new  
environment, survives”*

Charles Darwin





# Sustainability



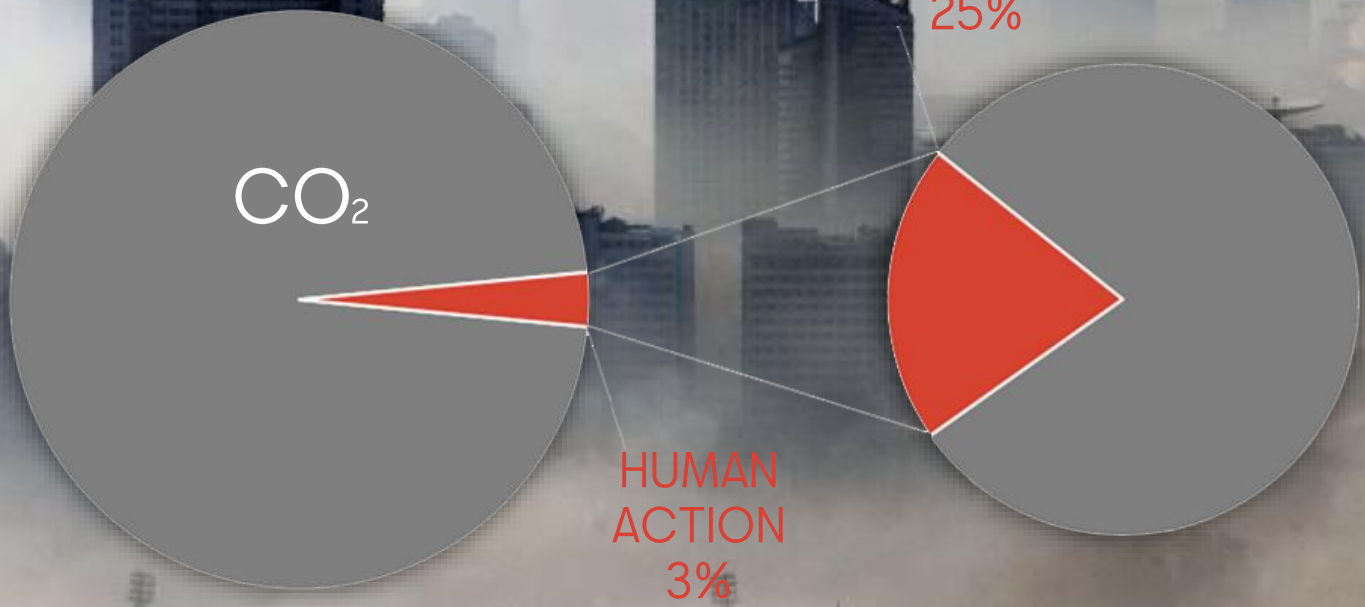


CO<sub>2</sub>



HUMAN  
ACTION  
3%



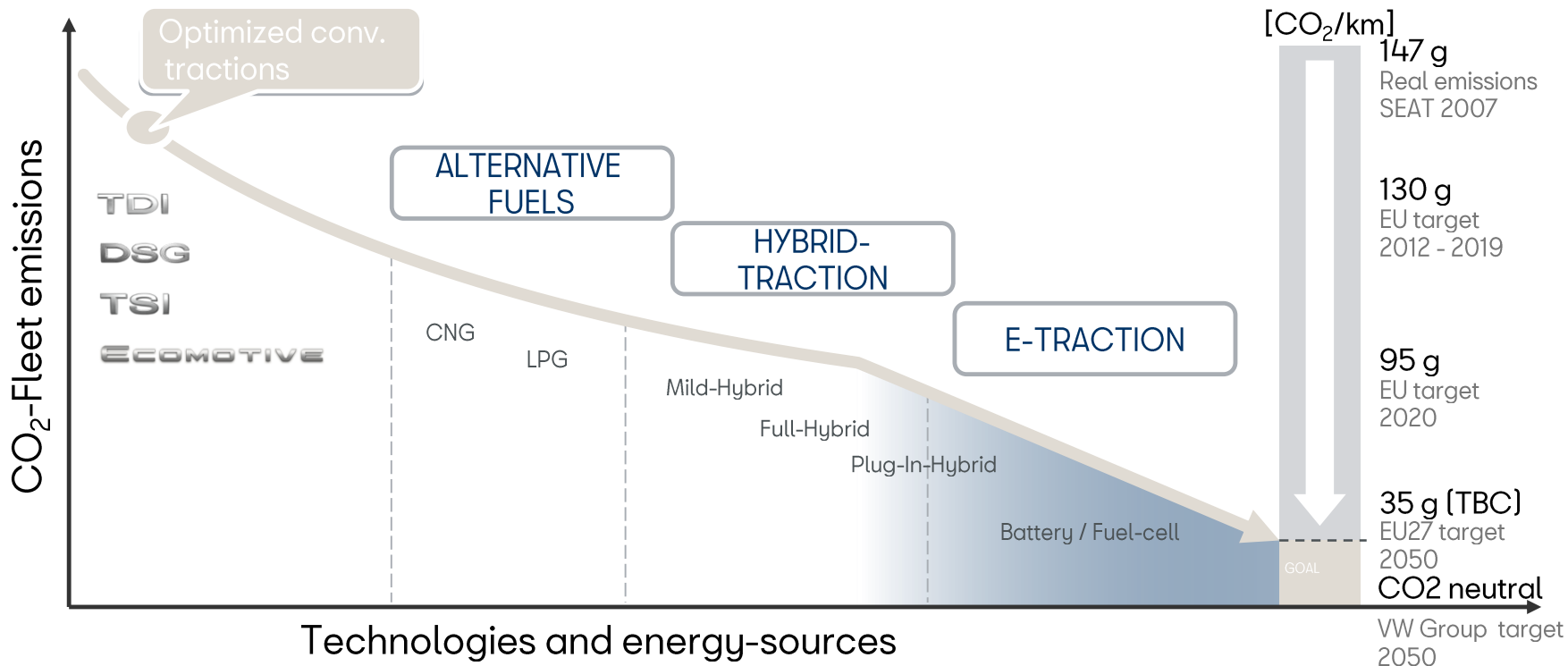


- / Local emissions (carbon particles & NO<sub>x</sub>)
- / The traffic in urban regions contributes basically to the carbon particles - and NO<sub>x</sub>-footprint.
- / Local restrictions: Already today a high number of European cities are only able to fulfill EU-particle legislation by introducing traffic-restrictions.

Source: <http://nca2014.globalchange.gov>



# Consequences on future traction technologies



Source: SEAT S.A.



# Urbanization



- / 74% of the European population lives already in urbanized regions
- / 23 European cities > 1 mio. habitants
- / 8% growth of urban regions during the next 15 years
- / 80% of the economic production comes out of urban regions
- / By 2050 6.3 billion (72%) people living in cities





% of traffic  
generated by  
searching of parking ?

% of **time** the car  
stays parked during  
its lifetime?



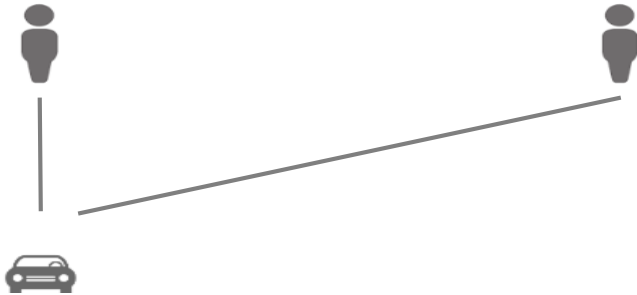
Average occupation  
of private vehicle in  
the city?

# Changing ownership

Owning

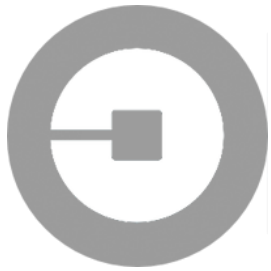


Owning and Sharing



Using







# Digitalization – Key opportunities

/ Big Data – Connecting knowledge = useful & individual services

/ Seamless connectivity – e@sy life

/ Digital Key – shared mobility

/ Human machine

/ Automated services

/ Automated driving – Lifetime for gift & zero accident



**10 million<sup>+</sup>**

Number of self-driving cars which will be on the road by 2020<sup>1</sup>

**by 2035**

Almost 95 million annual sales of autonomous vehicles<sup>1</sup>



# Health conscience & wellness



# Health conscience & wellness



- / Information flow x5 re. 1986
- / Rising quantity of mental diseases
- / Permanent stress - Mental overload



# Health conscience & wellness



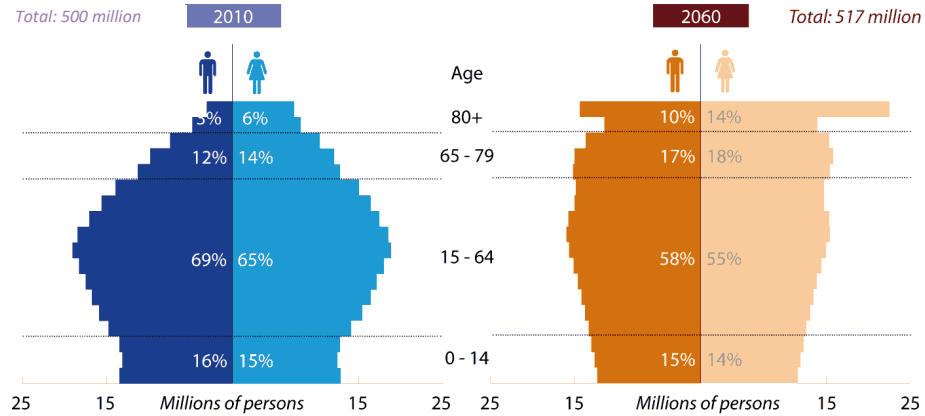
/ Easy or disappear



# Ageing society



## EU27 population by age and sex

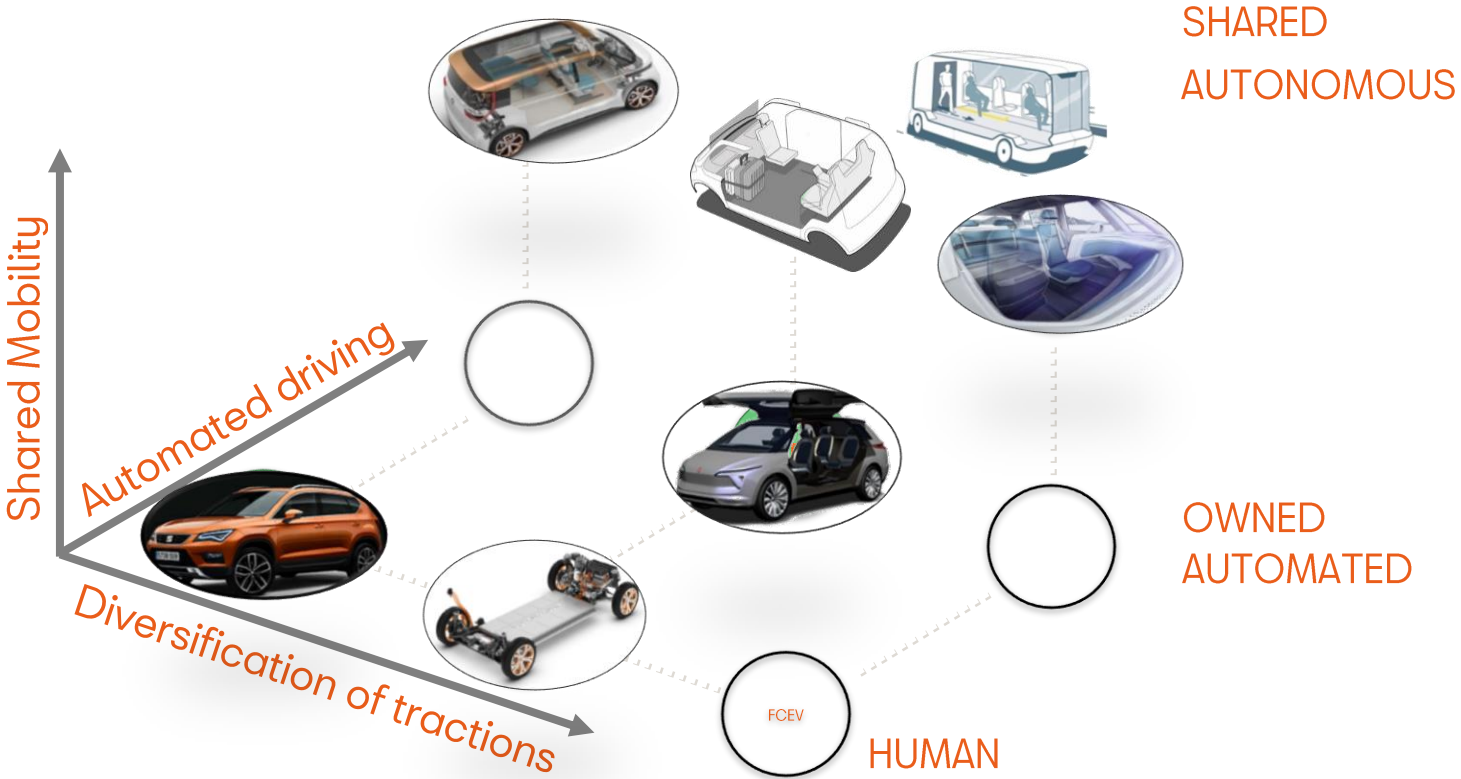


Source: libraryeuroparl.files.wordpress.com/2013





# Complexity overview



# In the future mobility will be ...

**C**

**Connected**



**A**

**Autonomous**



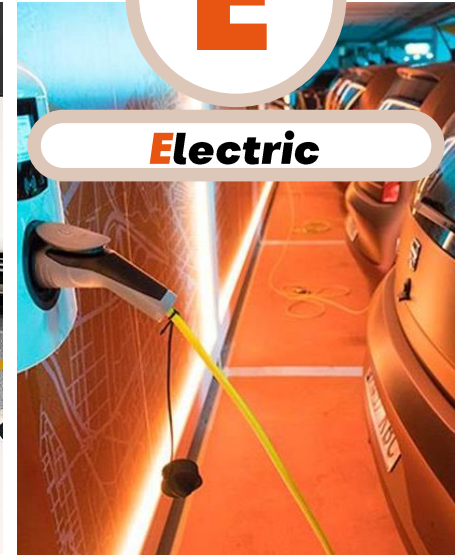
**S**

**Shared services**



**E**

**Electric**



**S**

**Sustainable**





