

# ACCELERATING AHEAD IN THE AUTOMOTIVE RACE TO REVOLUTION

Digital transformation and the software-defined vehicle (SDV) green-light a race in the automotive industry. And now manufacturers and suppliers alike are searching for ways to not only maintain their spot but move ahead of the pack.

## HOW THE RACE GOT STARTED

### Race Signals to Watch

Mobility, Power train tech, Shift in market share, Monetization trends, Geo-economics and politics



**1968**  
Volkswagen first car with engine computer

**1973**  
First car sold with airbag

**1978**  
First car sold with ABS

**1988**  
First Heads Up Display

**1995**  
First in-car GPS nav system

**1996**  
First connected car service (OnStar)

**2005**  
First voice recognition in vehicles

**2006**  
First automated parking

**2009**  
Uber launches app

**2010**  
First peer car sharing service

**2011**  
First built-in vehicle Wi-Fi

**2012**  
First OTA update

**2020**  
Global connected car sales reach 41%  
US sales reach 91%

**2023**  
Global EV car sales exceed 9%

**2024**  
First flying cars made commercially available

**2025**  
First self driving vehicles for delivery and public transport – self driving cars reach level 5 autonomy

**2030**  
Global connected car sales reach 96%

**2040**  
Over 70% of new vehicle sales are EV

**2050**  
Global light-duty vehicle numbers reach 3 billion

## WHAT IS AT STAKE? BIG CASH PRIZES FOR THE WINNERS



**By 2030...**

\$1.5 Trillion – revenue automotive digital services (Accenture)

\$20 Billion – size of automotive data monetization market (PwC)

**By 2035...**

\$128 Billion – US EV battery and powertrain market (PwC)

**By 2040...**

\$3.5 Trillion\* – revenue automotive digital services (Accenture)

## 3 MUST-HAVE FEATURES TO HELP YOU GET AHEAD

We have identified three capabilities, centered on speed, agility, and foresight, essential for ensuring your “pit crew” can quickly and intelligently change gears in the most cost effective manner, maintain momentum, and achieve competitive advantage.

### 1 SCALABILITY AND SPEED

**What it is** – Continuously delivering relevant innovations with purpose and speed

**Why it matters:**

- Build competitive advantage
- Speed to meet market demand
- Generate revenue faster

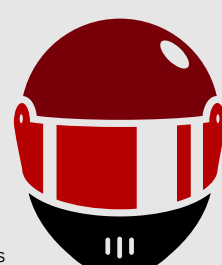


### 2 VISIBILITY AND ALIGNMENT

**What it is** – Creating visibility into software development and physical manufacturing

**Why it matters:**

- Increase efficiency
- Enhance product quality
- Delight customers
- Reduce Costs
- Retain compliance
- Future-proof

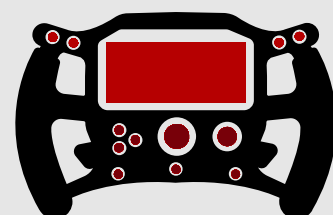


### 3 DATA-DRIVEN DECISION MAKING

**What it is** – Using reliable, real-time data to steer the direction of new products and pivots

**Why it matters:**

- Ensure ROI
- Intelligent planning
- Adapt to disruption
- Identify waste and opportunities
- Speed development



## HOW PLANVIEW IS HELPING TO LEAD THE WAY

Planview offers a comprehensive platform tailored to address the specific challenges faced by automotive companies in embracing digital transformation, fostering collaboration, and driving innovation in the era of Software-Defined Vehicles.



### Pit Stop Precision

Fine-tune processes with AI-powered engines, streamlining workflows and accelerating innovation.



### Turbocharged Teams

Inject speed into collaboration, obliterating silos for lightning-fast agility.



### Finish Line Insight

Zoom through visibility gaps, steering real-time decisions to victory.

## ACCELERATE YOUR AUTOMOTIVE TRANSFORMATION WITH PLANVIEW

The comprehensive Planview platform and enterprise success models are tailored to help automotive customers deliver innovative, competitive products, services, and customer experiences.

Planview is not just a tool but a partner in transforming the automotive industry, ready to assist organizations in navigating today's complexities and preparing for tomorrow's challenges.

For more information on how Planview can help your organization adapt and thrive in the ever-evolving automotive landscape, visit [www.planview.com/lp/automotive/](http://www.planview.com/lp/automotive/)