

VOLKSWAGEN

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VOLKSWAGEN
FINANCIAL SERVICES
THE KEY TO MOBILITY

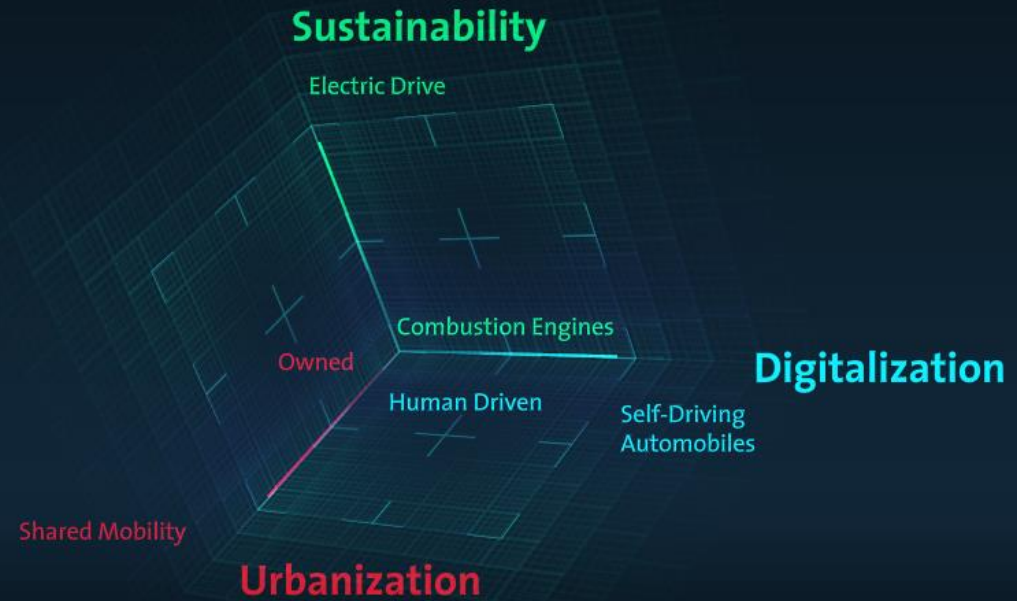
Digital Transformation & Mobility for All

Peter Harris
Chief Customer Officer
Volkswagen Group

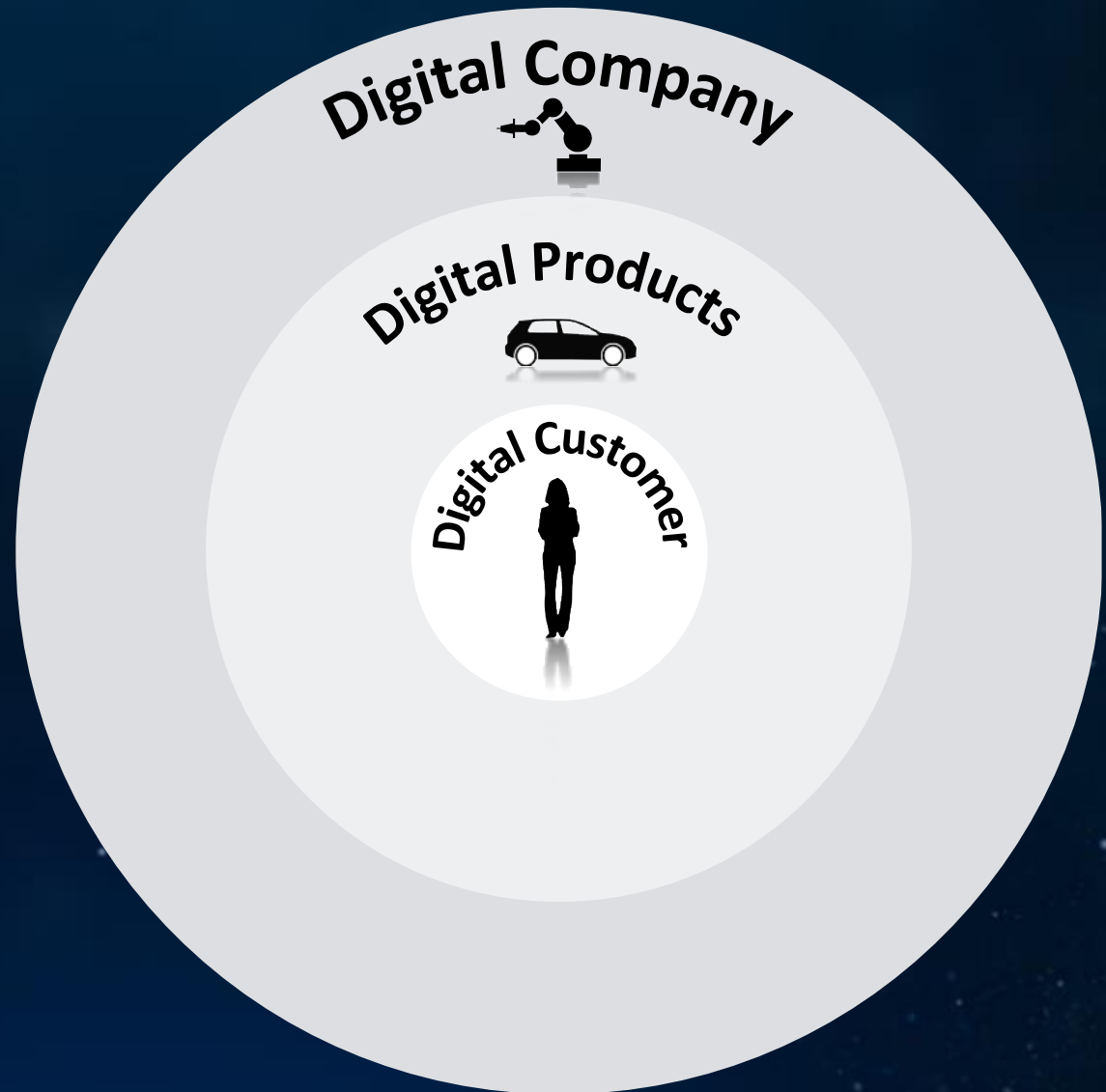


The Disruption of the Automotive Industry **is real**

The dimensions of disruption of the automotive industry



Digital Transformation: Triple D



Volkswagen Group as Integrated Hardware, Software and Services Company

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AI is eating the world

Intelligence/
Convenience

Desktop

Mobile First

Mobile Only

AI First

AI Only?

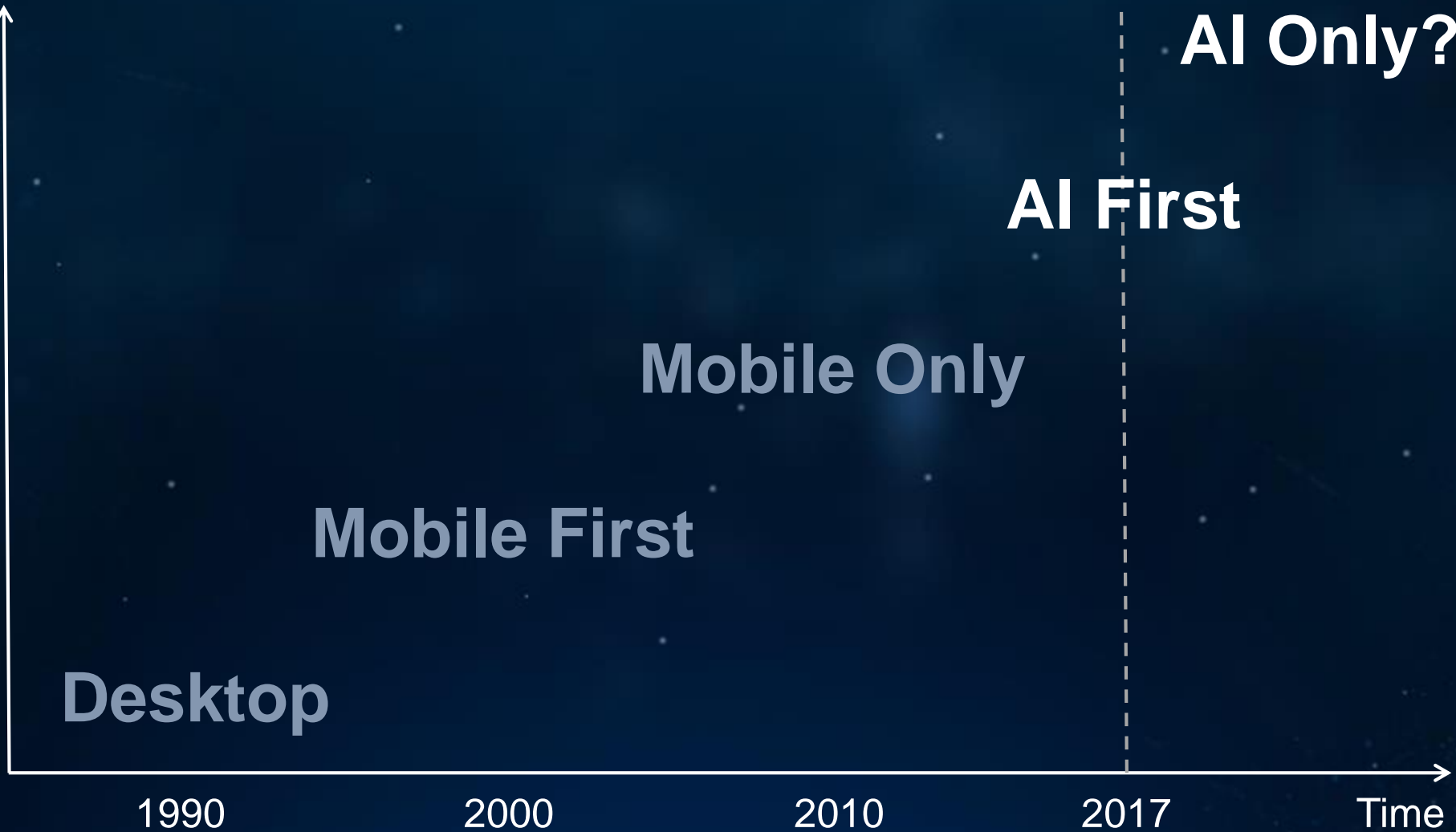
1990

2000

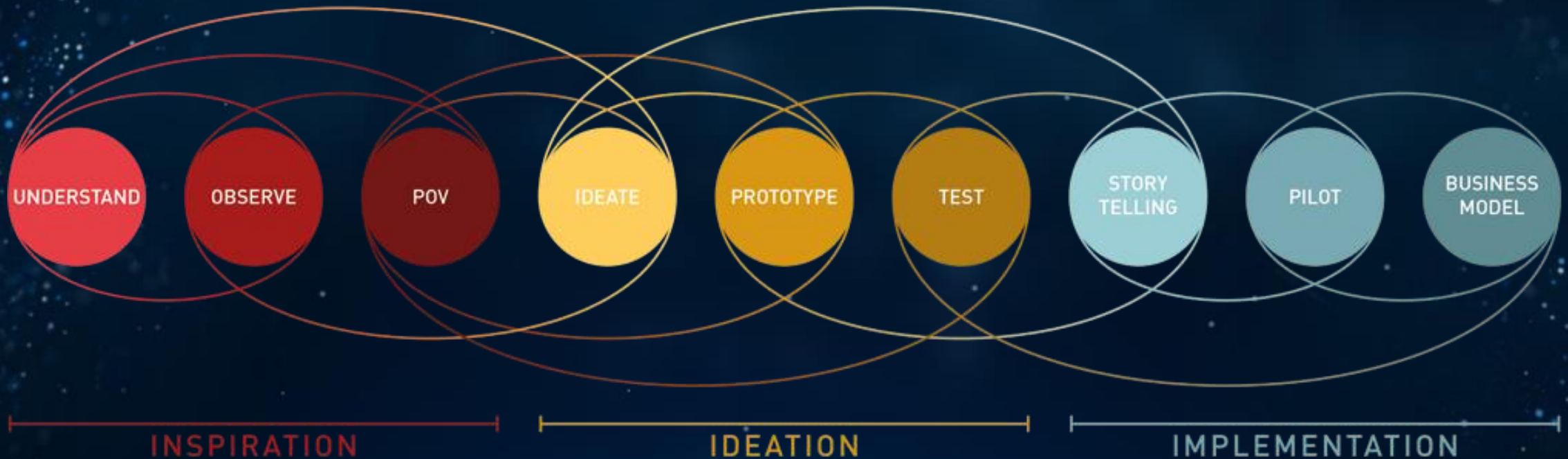
2010

2017

Time



Design Thinking

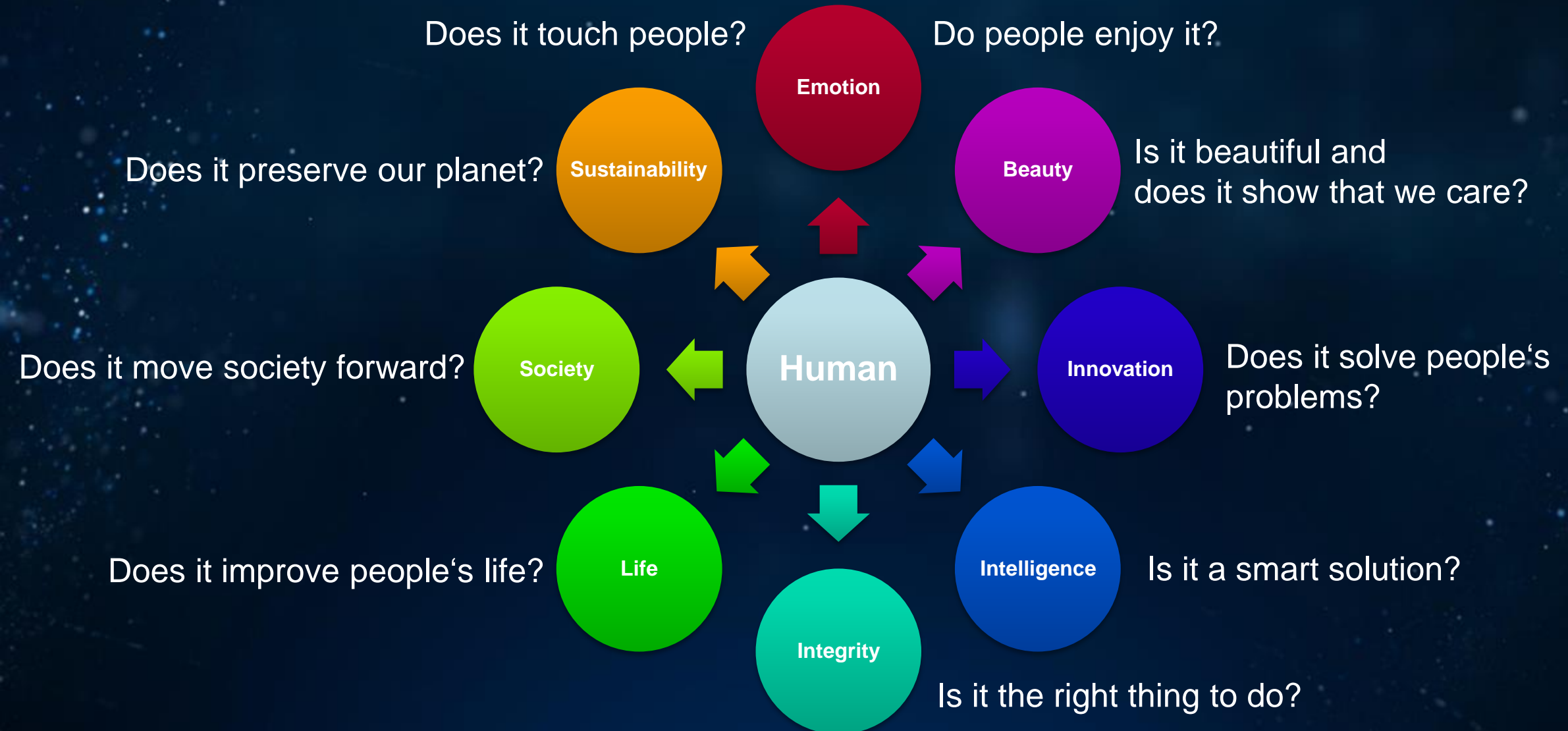


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Human Thinking

Human Thinking



Human Thinking



Emotion

Human Thinking

Beauty



Human Thinking

Innovation



Human Thinking

Intelligence

- 360° laser, radar, cameras and ultrasonic/short range sensors
 - Central computing unit
 - Redundancy
 - Artificial intelligence-based software: Perception, Sensor Fusion, Object Detection, Situation Analysis, Path Planning, Decision Making, Localization & Learning HD-Map
- The self-driving system as the heart of the automobile**

Self-Driving System as **next Core Invention!**



Human Thinking

Integrity

Safety – Self-Driving Vehicles

- don't drink and drive
- don't text and drive
- don't take drugs and drive
- don't get agitated and disappointed about others
- don't get distracted
- don't fall asleep while driving
- don't need a second reaction time
- don't run red lights
- don't have limited view
- don't speed...

Human Thinking

Life



37,668 hours

Human Thinking

Society



Accessibility for EVERYONE
Will increase Social Mobility!

Human Thinking

Sustainability



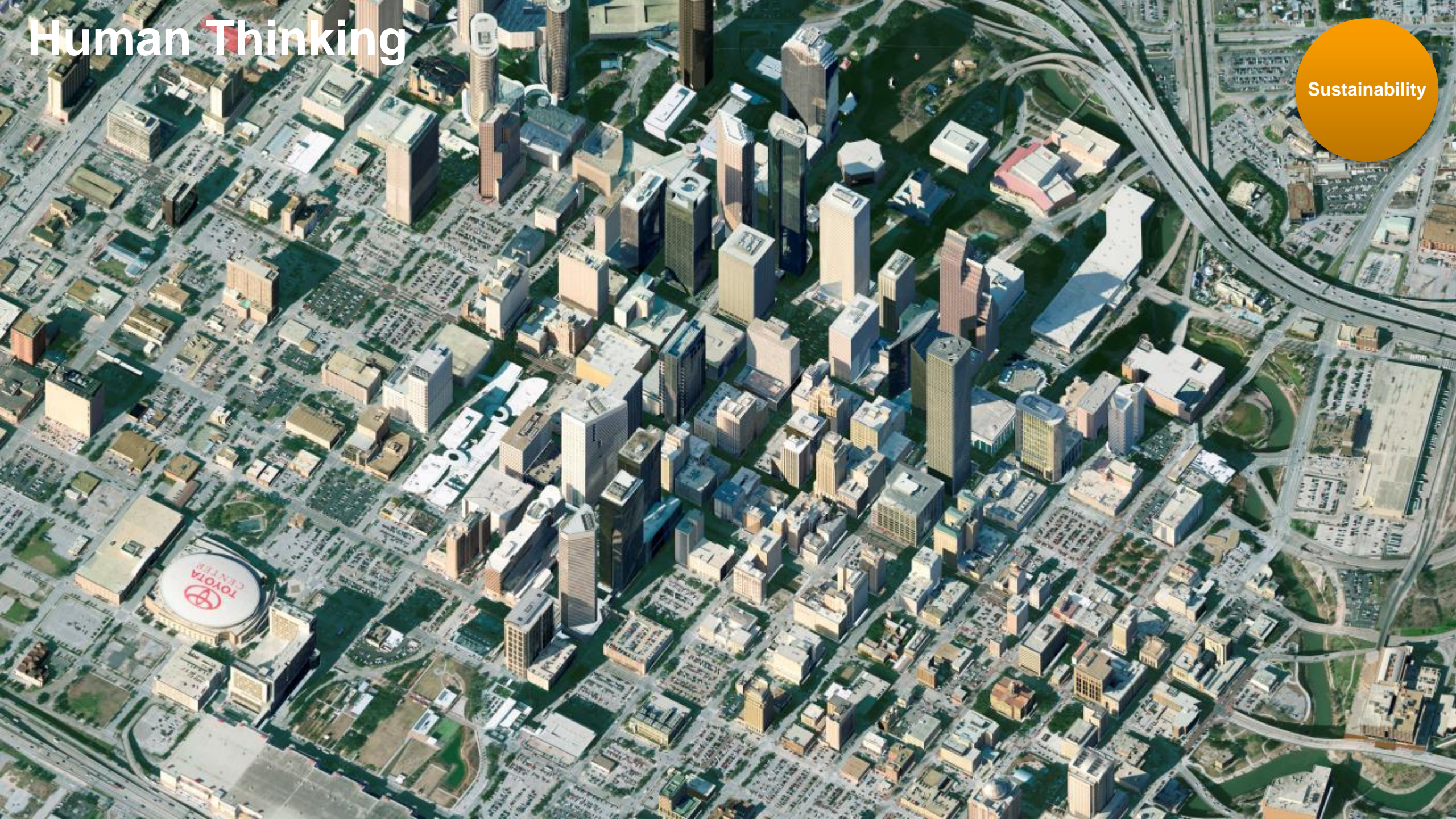
Human Thinking

Sustainability



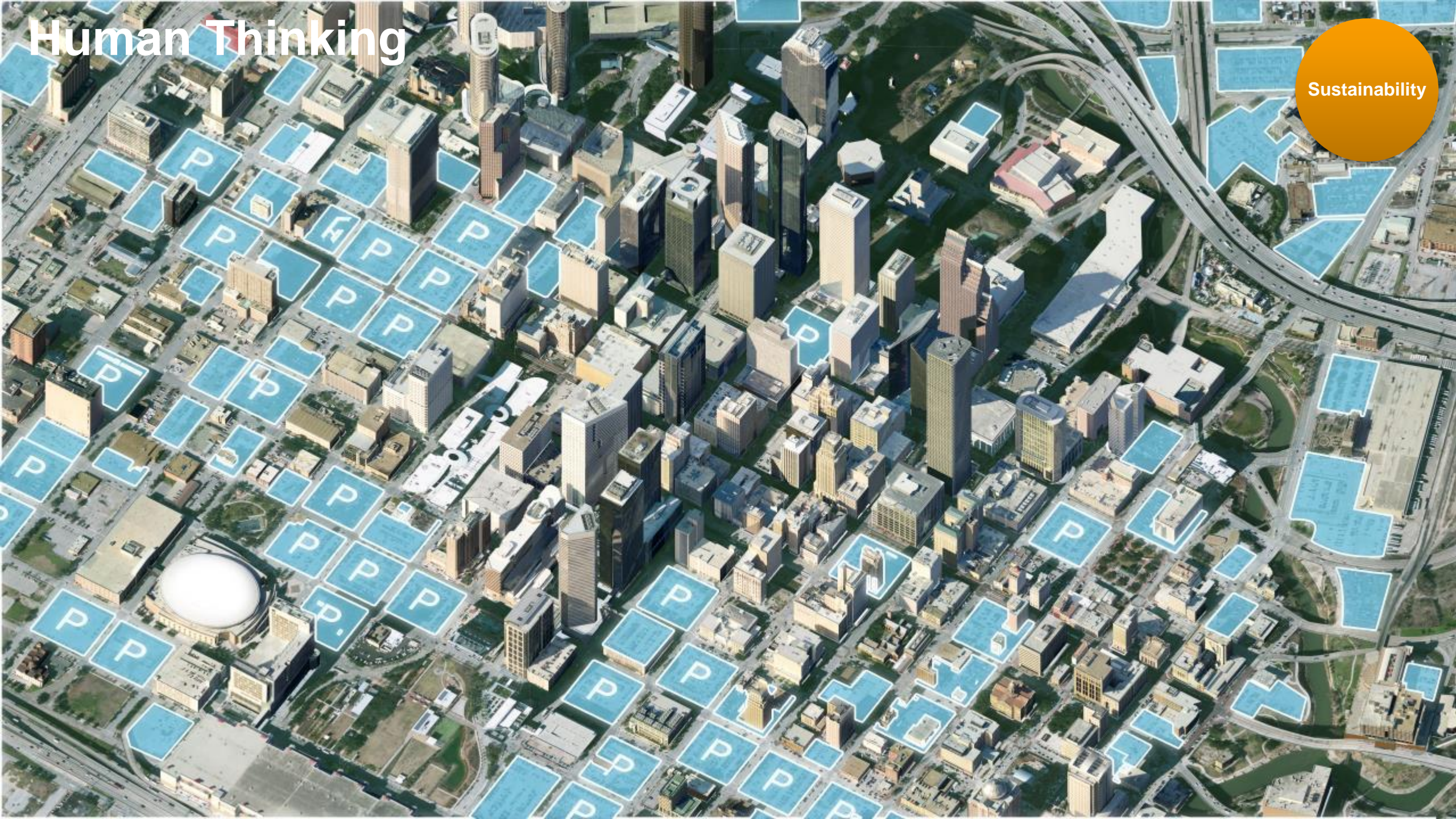
Human Thinking

Sustainability



Human Thinking

Sustainability



Human Thinking

Sustainability



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Vision: Mobility for ALL,

at the push of a button

Competitive Advantage: Cover All Fields of Application



Passenger Cars



Trucks & Utility
Vehicles



Busses



New Shared
Autonomy
Vehicles



New Vehicle
Concepts for
Owned Autonomy

Success DNA

Best Customer Experience

Disruptive Inventions & Innovation

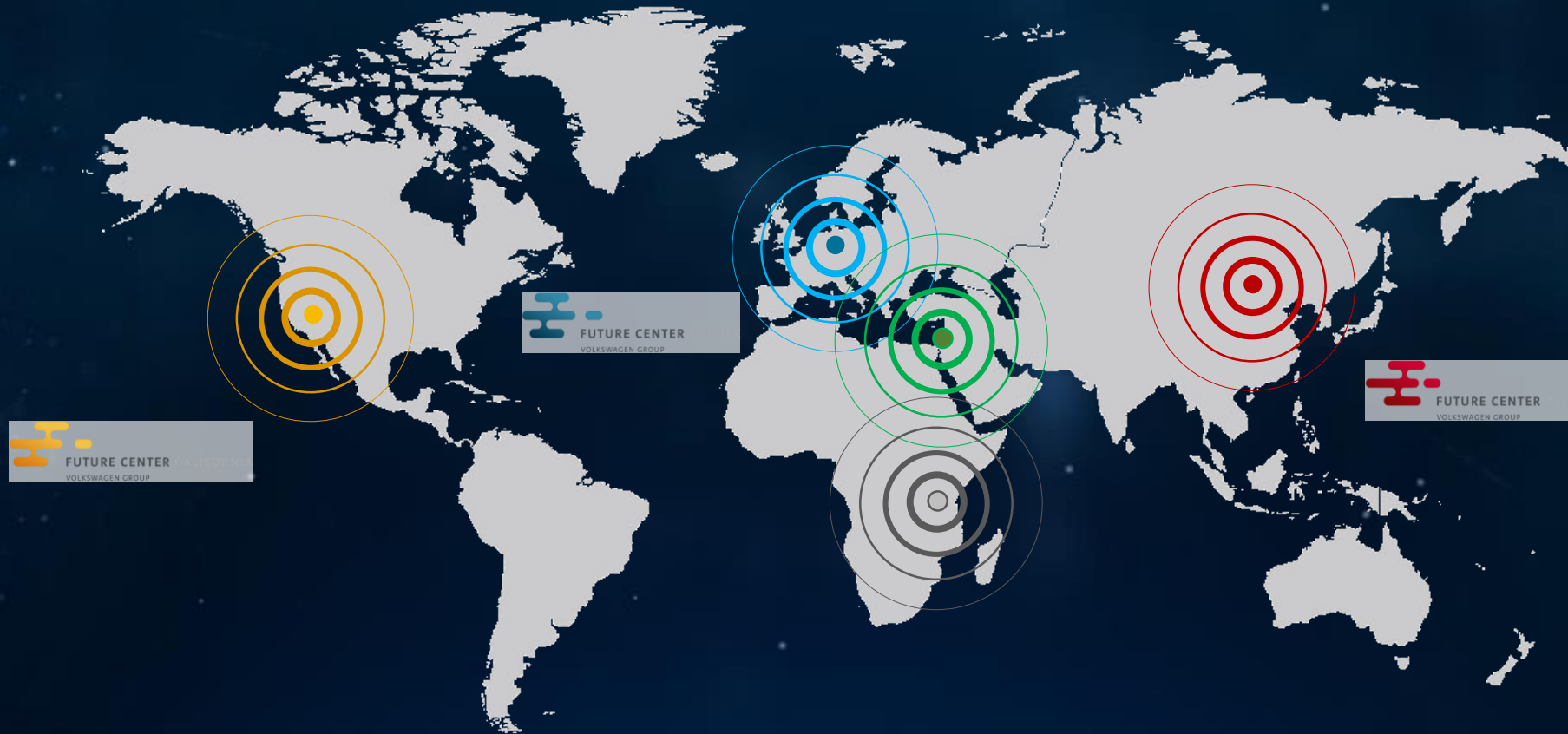
Exponential Thinking

Bold Decisions

Right Leadership Culture & Speed

Social Responsibility

We are driving the Digital Transformation - Globally!



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WE are the Generation,
That will Reinvent the Automobile and Mobility