Digital Transformation & Mobility for All

Peter Harris
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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
AI is eating the world
Design Thinking
Human Thinking
Human Thinking

- Does it touch people?
- Do people enjoy it?
- Does it preserve our planet?
- Does it move society forward?
- Does it improve people's life?
- Is it beautiful and does it show that we care?
- Does it solve people's problems?
- Is it a smart solution?
- Is it the right thing to do?

Sustainability
Emotion
Beauty
Innovation
Intelligence
Life
Society
Integrity
Human Thinking
Human Thinking

Beauty
Human Thinking
Human Thinking

- 360° laser, radar, cameras and ultrasonic/short range sensors
- Central computing unit
- Redundancy

The self-driving system as the heart of the automobile
Self-Driving System as next Core Invention!
Human Thinking

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
Accessibility for EVERYONE Will increase Social Mobility!
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!
WE are the Generation,
That will Reinvent the Automobile and Mobility