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CE Automotive Newsletter

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The future of automotive mobility to 2035 | Deloitte Global

What will the future of automotive mobility look like in 2035?

The "Future of Automotive Mobility to 2035" study released by Deloitte predicts notable shifts in the automotive industry. The sector is expected to transition its focus from technology to value by 2035, driven by changes in customer preferences, climate change requirements, and technological advancements. The research anticipates a shift in profit pools towards services, making vehicle management across multiple life cycles potentially 50-60% more profitable than one-time sales.

Rapid industry changes, such as geopolitical unrest, energy costs, supply chain disruptions, and regulatory changes favoring carbon-free mobility, are demanding traditional automakers to innovate while meeting evolving customer expectations. Governments worldwide are pushing for carbon-free mobility, introducing further disruptions.

Identified in the study are 11 key trends leading this transformation, including increased corporate vehicle ownership, demographic shifts, shifts in ownership to usage-based models, advancements in autonomous vehicles, and the digital era. By 2035, private vehicle usage without ownership could reach 57% in Europe and 38% in the U.S.

To navigate this evolving landscape, companies are urged to understand these shifts and advance their capabilities in areas such as fleet and residual value management, advanced analytics, digital innovation, and ecosystem orchestration. Formulating a clear sustainability strategy to adopt EVs, and an approach to the 1.5-degree climate target will also be crucial.

The transformation of the industry extends beyond simply understanding the shifting landscape. As the sector moves from product sales to a more value-focused service model, strategic guidance becomes critical, particularly in supporting key areas such

as asset management and sustainability planning. Mobility providers may still miss out on significant profit potential with limited asset control over the vehicle lifetime. Asset management, in this context, involves the strategic oversight of vehicles across their life cycles, which could prove significantly more profitable than one-time sales. This includes efficient fleet operations and residual value management, requiring solid expertise in advanced analytics. Furthermore, as businesses navigate the shift from internal combustion engines to electric vehicles, asset management strategies must adapt to incorporate these emerging technologies. By adopting these forward-thinking strategies and focusing on robust asset management, companies can be better equipped to capitalize on new profit opportunities, fostering transformative growth in the dynamic automotive mobility landscape.

Deloitte latest analysis and studies

The future of Automotive Sales and Aftersales

Megatrends from connectivity and alternative drivetrains to shared mobility and autonomous driving are fundamentally reshaping the landscape of automotive. Discover how industry leaders are addressing current trends, assessing their impact on future vehicle sales and aftersales, and providing sensible approaches for OEMs to navigate in an uncertain future.

The Future of Automotive Sales and Aftersales

2024 Global Automotive Customer Study

What consumer trends and disruptive technologies will have the most impact on the automotive industry in the coming year? Explore key findings from 2024 Global Automotive Consumer Study, including the evolution of mobility, connectivity, car buying trends, and more.

2024 Global Automotive Consumer Study | Deloitte US

Mobility-as-a-Service

How does the MaaS-NLP (Natural Language Processing (NLP) data set and blueprint serve as valuable resources for understanding the current MaaS landscape and its future trajectory.? Dive into latest study to explore how the experts are shaping the future of urban

mobility.

Mobility-as-a-Service | Deloitte DE

What we do?

Generative AI and Automotive Industry

Early Generative AI and its impact on Automotive industry, 2023 summary | Deloitte Czech Republic

Generative AI (GenAI) is set to revolutionize the automotive industry, impacting manufacturing operations, reducing costs, and fostering the development of autonomous vehicles. Top consultancies emphasize the need for an AI-ready culture, while Deloitte's study highlights the transformative potential of GenAI in various automotive functions. Key areas of impact include operational efficiency, wider applications in car manufacturing, and long-term effects leading to fully autonomous vehicles. However, security and compliance challenges, such as governance, intellectual property concerns, pose significant considerations. Preparation and mitigation strategies are crucial to responsibly harness the benefits of GenAI, according to industry leaders.

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