



# CE Automotive Newsletter

## April 2025

### Restructuring, Effectivity, and the Transformative Power of AI in Manufacturing Enterprises

Unlock the future of manufacturing enterprises as this article delves into the critical role of AI in reshaping Central Europe's industrial landscape. Faced with global disruptions ranging from trade volatility to material shortages, manufacturers must integrate AI-driven solutions alongside strategic restructuring for lasting resilience and growth. Learn how companies can optimize supply chains, streamline corporate financing, and enhance operational efficiency through automation—all within a framework designed to fortify enterprises against market instability. Discover the essential steps to implementing AI and automation strategically, fostering adaptability and innovation while maintaining high-quality standards and operational flexibility. With insights on compliance management, workforce readiness, and restructuring strategies, the article offers a comprehensive guide to transforming manufacturing processes amidst current global challenges. Don't miss the chance to explore how AI and restructuring can create future-ready enterprises that lead in innovation and efficiency.

[Read more](#)

### Trends and Strategic Importance of IT/OT in Automotive Manufacturing

Explore the transformative impact of IT/OT convergence in automotive manufacturing, tackling challenges like workforce shortages, high technology costs, and evolving consumer demands. This article highlights how AI, IoT, and automation foster operational efficiency and sustainability, offering strategic advantages such as real-time data management and smart processes. Read about Deloitte's existing case studies in operational transparency, cybersecurity automation, and Generative AI application. By embracing digital transformation and strategic IT/OT integration, manufacturers can navigate the complexities of a rapidly evolving industry, ensuring not only competitiveness but a future-ready enterprise prepared for sustainable growth amid global uncertainties.

[Read more](#)

### Software defined vehicle - Global manufacturer readiness study

#### Global SDV Readiness Study

The transition to software-defined vehicles (SDVs) is redefining the automotive landscape. From over-the-air (OTA) updates that can prevent recalls and improve user experience, to data monetization strategies and dynamic pricing models OEMs are exploring how to stay competitive and innovative. Did you know OTA updates could save up to \$100 million in recall costs? Or that dynamic pricing is already becoming a consumer expectation in some regions?



[Read the full study and key insights!](#)

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