Autonomous Driving

The German Automotive Industry – Is it already too late?
What is Disruption for us?

“Disruption is the change of an industry, often due to highly innovative technology advancements, that leads to the need for adapting established business models and levels the market playing field.”
Our Rationale – Why Automotive?

1. In today’s world, mobility trends impact almost everyone’s life!

2. The Automotive industry is one of most important industries in the world!

3. We’re German!
Root Causes – Why did the industry become disrupted?

1. Evolving technology
   - Evolving of artificial intelligence
   - Rise of the “Internet of Things” (IoT) and 5G

2. Changing customer needs
   - Desire to use time more efficiently
   - Increasing trust in technology
   - Acceptance of “shared economy”

3. Changing competitive landscape
   • Inertia of dominant market players
   • New market entrants
Analysis– Has the German Automotive Industry slept in?

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Analysis– Has the German Automotive Industry slept in?

Tesla/Google

Research/Development
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Time

German Industry

Sale of manipulated Diesel vehicles
“No demand for autonomous driving, yet”
Research/Development
First Prototypes

Unknown future: Regulatory Problems, GDPR
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  - Research/Development
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- **German Industry**
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**Regulatory Problems**
- Test phase under real conditions is politically prohibited
- Data protection issues, legal responsibilities

**GDPR**
- Affects every EU-inhabitant
- Non-compliance can result in fees of up to 4% of annual global revenue
Alternatives – What Could Come Next?

What should have been done in the past?

- Understand that software industry is too strong to compete with
- Convince software industry that German cars are technically still state of the art
- Software can only evolve if hardware gets better

What should be done now?

- Collaborate with software industry
- Concentrate on development of hardware
- Use own infrastructure for serial production in cooperation with software industry
- Get rid of GDPR and/or ethical problems

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Thank you