

# THE NEED FOR SPEED

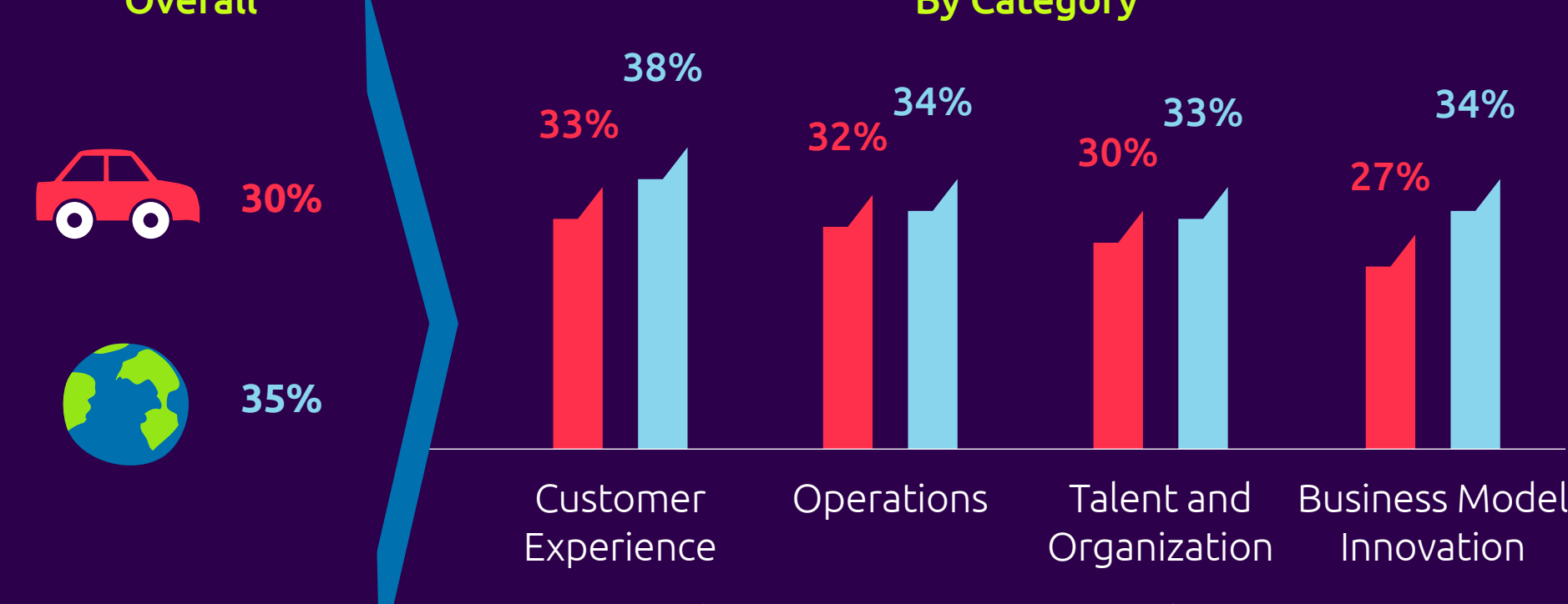
Four recommendations to turbo-charge digital performance in the automotive industry

Global Digital Mastery  
Research Series: Automotive

## Automotive lags behind other sectors in their digital transformation journeys

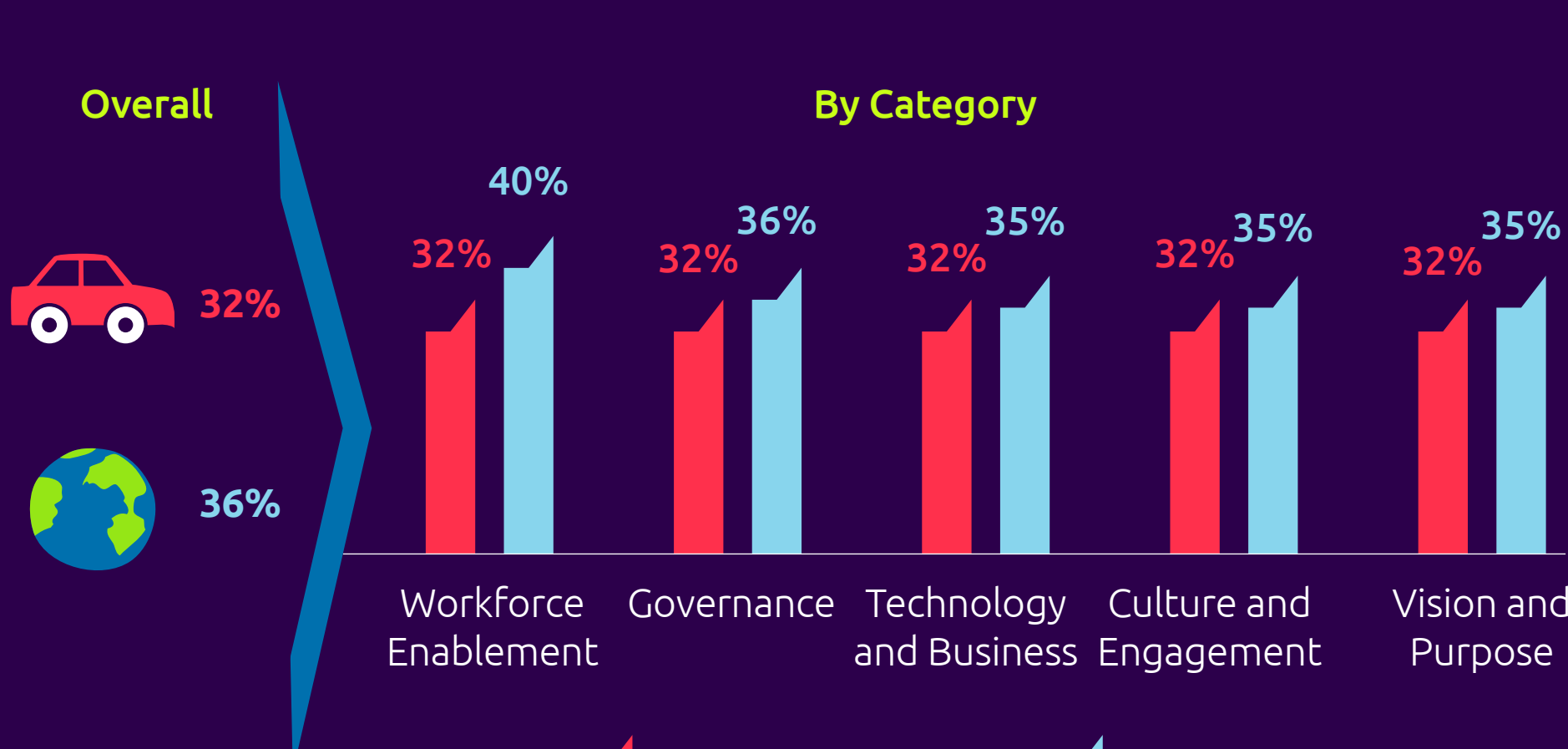
Fewer than a third of automotive companies have the digital capabilities required for digital transformation

Percentage of organizations believing that they have the necessary digital capabilities, in the automotive sector and globally



## Automotive companies struggle to develop the necessary leadership capabilities for digital transformation

Percentage of organizations believing that they have the necessary leadership capabilities, in the automotive sector and globally



Source: Capgemini Research Institute, Digital Mastery Survey; April–May 2018, N=1,338 respondents, 757 organizations; N=174 automotive respondents, 85 automotive organizations.

## How can automotive organizations progress on their journeys to digital mastery?

Leverage digital technologies to enable self-service and improve the retail experience

**28%** of automotive organizations use digital technologies with customers to enable self-service (versus **46%** globally)

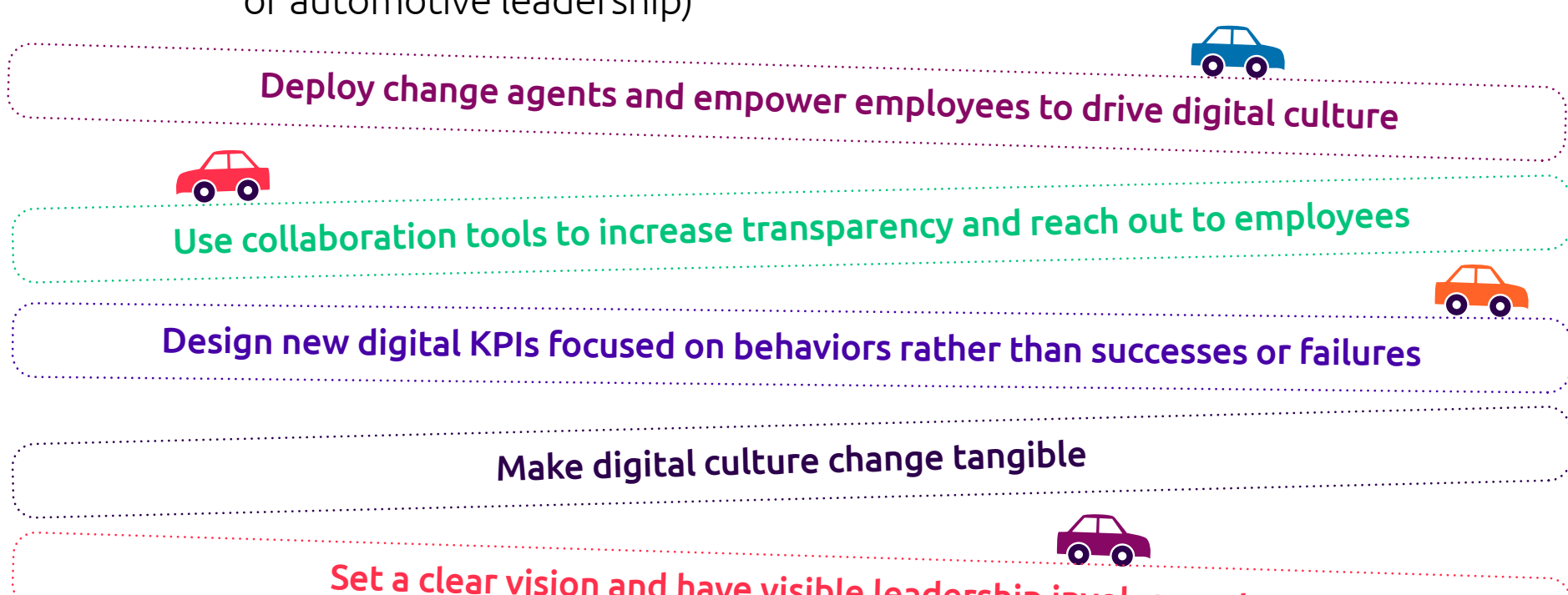


Develop a digital culture that spans traditional automotive silos and hierarchy



**6 out of 10** automotive respondents (63%) say that culture is the top hurdle to digital transformation

**39%** of automotive employees say leadership acts as a role model in displaying openness to change and adopting new behaviors (versus **75%** of automotive leadership)



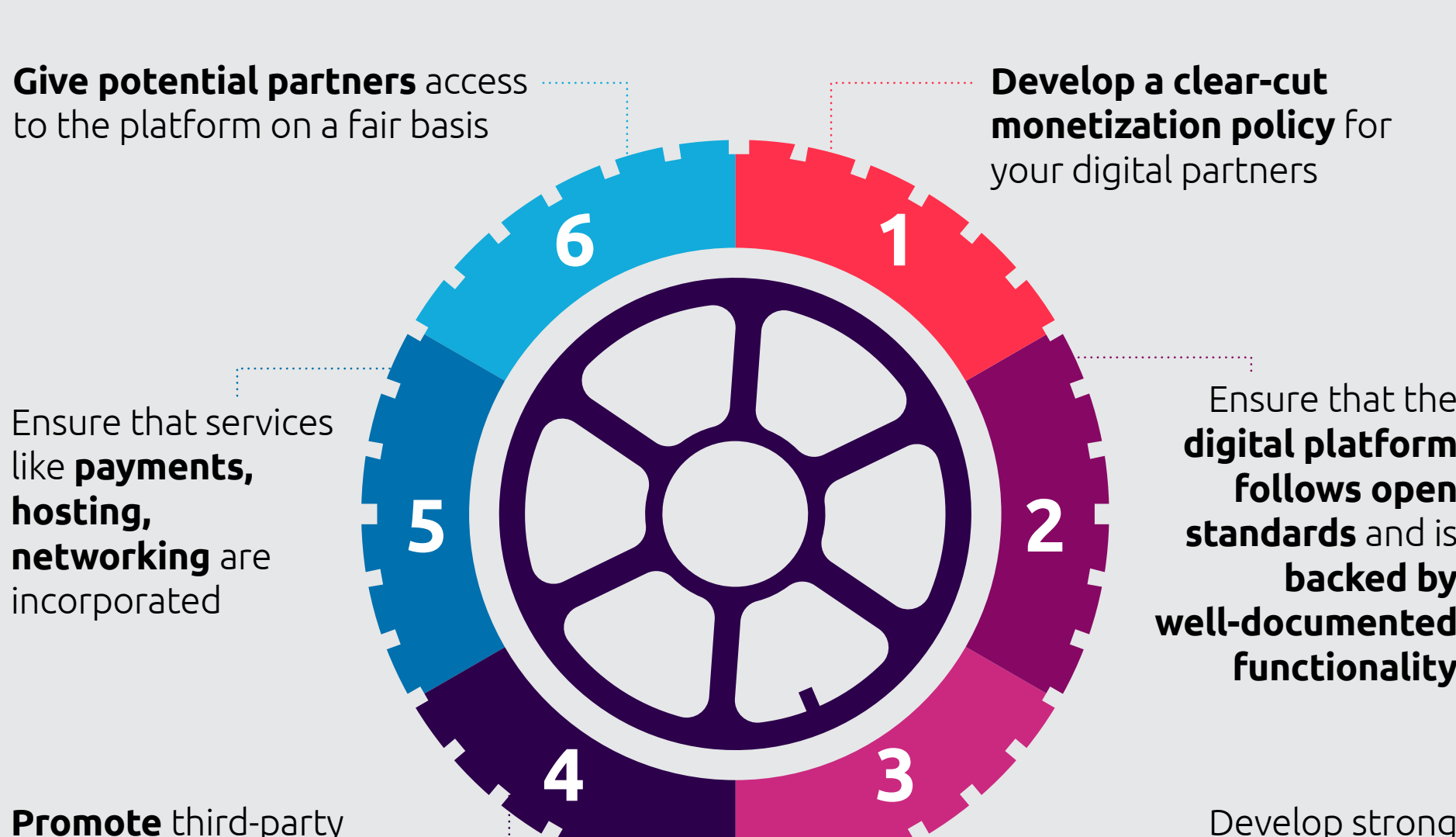
Create a center of excellence to set direction, coordinate digital products and services, and share learnings

**24%** of automotive organizations coordinate digital initiatives across silos (versus **36%** globally)



Build an open innovation platform for digital services

**28%** of automotive organizations have launched new businesses based on digital technologies (versus **39%** globally)



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