



Beijing Automotive Roundtable

# Internet plus automobile: opportunities and challenges for the traditional automotive industry

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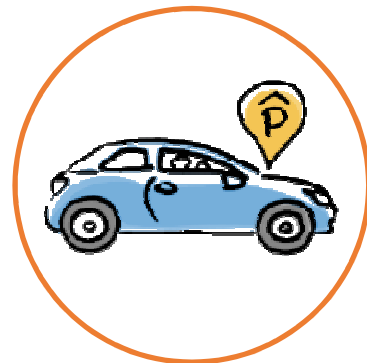


# Internet plus automobile: opportunities and challenges for the traditional automotive industry



## Connected Vehicle Services

In-vehicle technology is the top selling point for **72%** percent of auto buyers, compared with **28%** who care more about driving performance.<sup>1</sup>



## Navigation

**97%** of Chinese drivers use or would like to use a car parking space detection system.<sup>2</sup>



## Autonomous Driving

**61%** of Chinese drivers are open to the use of Autonomous Driving.<sup>3</sup>



## eCommerce

Chinese customers are very open to purchasing a car entirely through online processes, with **53%** definitely and **43%** possibly interested.<sup>4</sup>

### Sources:

<sup>1)</sup> <sup>2)</sup> Reach out and touch the future: Accenture connected vehicle solutions

<sup>3)</sup> Continental AG

<sup>4)</sup> Accenture Automotive Survey 2014: What Digital Drivers Want