



## **Review 2018 October Automotive Roundtable in Shanghai**

Full house at the Automotive Roundtable last night in Shanghai where automotive experts were presenting and debating the **The Future of Mobility Retailing** and whether automakers and retailers are ready for it.

In an insightful and entertaining evening event, high-level speakers from Porsche, NIO and Next Mobility Lab shared their views on future retail trends and their approach in this field.

**Porsche** presented how the brand is using its strong roots to conquer its largest growth market. The strength of the brand gives Porsche a decisive advantage: a focus on own brand values and brand orientation in a market that is now flooded by many new competitors. Delivering experiences only Porsche can do, is what makes the Porsche retail environments a haven for enthusiasts and new customers alike.

**NIO** presented itself as a brand with a value proposition that completely reinterprets the freedom of personal mobility. NIO offers a freedom that goes far beyond the product of the car: it is about creative, joyful and enjoyable spaces within the city. And this freedom is embodied in the revolutionary Retail Concept “NIO House” (read more here: [link](#))

**Next Mobility Lab** showed how much the car trade has already changed today due to digitization. Furthermore, with its vision for a Mobility Concept Store in 2025, the Lab showed that car brands will change into comprehensive mobility providers, integrating different means of transport and business models.

Here is what we have learned this evening.

### **Future of Retail @ Porsche, by Mr Daniel Schmollinger (Vice President Network Management & Development), Porsche (China) Motors Limited**

Key Insights:

- Digital retail experiences enable Porsche to present the entire range of models - This creates space in the physical store for experiencing the brand
- The brand builds on its rich heritage — but in order to appeal to the younger customer structure in China, they evolved these brand values in a modern and even more luxurious way
- Porsche shows agility in extending their retail network. By developing special pop-up and studio formats, the Porsche maturity of a city can be tested. - Have a proper business case for every experience store format

### **The new retail reality that is shaping the future of mobility, by Mr Patrick Peter, Next Mobility Lab**

Key Insights:

- The big four challenges of car companies (CASE) force car brands to strongly invest in the innovation of their customer experience
- Next Mobility/mediaman created new mobility business models like Car subscription, a big data based omnichannel concept, and a dealer less car shopping experience — these trends are now a reality and will further shift customer expectations towards an end-to-end digital customer journey
- In the future, car companies will transform into multimodal mobility providers

**Nio House: Innovating Mobility Retailing, by Mr Steven Zhao (Vice President, NIO User Center), NIO**

Key Insights:

- In the era of Automotive 3.0, NIO's vision is to build the brand on the foundation of delivering exceptional customer experience, not by delivering a technologically driven product in the first place
- Yet still, this experience first approach drives NIO to innovate products that lead to a greater customer experience, i.e. the innovation of a battery changing system that only takes 3 minutes for the battery swap.
- Unlike retail champions like Apple, NIO is not planning their retail stores to be uniform — instead, the characteristics of the respective cities should be reflected in the design of the stores.

**Panel discussion, moderated by Mr Michael Adick (Managing Director, Auto Industry), Accenture Greater China**

Key Insights:

- NIO and Porsche believe new competition on the Chinese market will lead to greater innovation in retail
- Unifying and managing the various data sources is one of the most pressing challenges of car brands in order to fill the gaps in the customer journey
- The Next Mobility Lab is challenging the value proposition of car brands: assuming autonomous mobility becomes a reality in the long-term, and the paradigm shift from ownership to usership business models (by ridesharing and subscription models) that hits today, automotive brands must create value beyond transportation and this is enabled by embedding software products into their cars.

**The panel and the guests agreed that more challenges to the existing automotive retail concept are underway.**

Being in China, the future of mobility is surrounding us already. It is inevitable that automakers and dealerships need to change their traditional set-ups to charm well-informed and highbrowed customers looking for customization and connectedness.

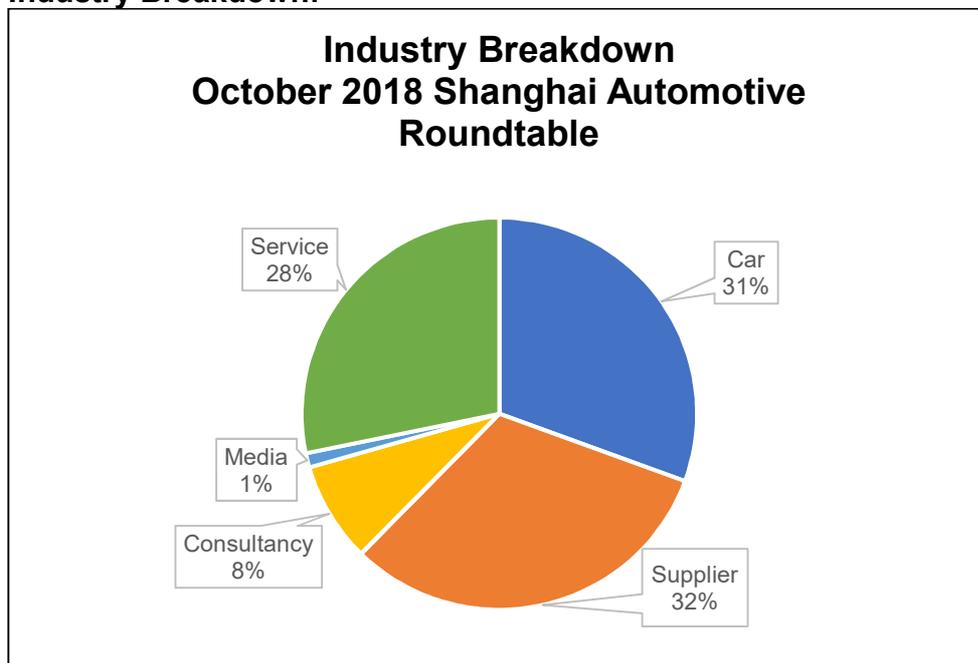
To master these challenges, mediaman started the Next Mobility Lab. They create products, services and ventures for the digitization of the mobility industry.

### About the Automotive Roundtable

The Automotive Roundtable is a regular event series in China where experts meet, share and discuss industry insights. For this specific occasion, the roundtable was co-organized by GI-events and mediaman. More information about the roundtable: <https://www.g-i-events.com/automotive-roundtable/>

**Participants in total: 85**

### Industry Breakdown:



### Companies incl.:

Accenture  
adidas Greater China  
Ai Ways  
Altavia China  
anySCALE Architecture Design  
Audi China  
Automobility Limited  
BearingPoint (Shanghai) Enterprise Management Consulting Company Ltd.  
Bosch Investment (China)  
Byton  
China Enterprise ICT Solutions Limited  
Connex China  
CRYSTAL Digital Technology  
Daimler

Deiningger  
Deloitte  
Ernst & Young GmbH  
Forbes China  
gtb  
Harley-Davidson Motor Company  
Hylight  
ICONIQ MOTORS  
IHS Markit  
Image Unit  
InnOvatio  
Jaguar Land Rover  
Jebsen & Co. (China) Ltd. Motors BU  
KPMG  
Magna International, China  
MaLogic  
mango-associates  
mediaman  
MHP  
MPS China Management Consulting Ltd.  
NIO  
OBERMEYER Engineering Consulting (Beijing) Co., Ltd. Shanghai Branch  
Porsche (China) Motors Limited  
Porsche Automotive Investment GmbH, China Branches  
Quaker Chemical (China) Co., Ltd.  
SAIC MOTOR  
SAIC VOLKSWAGEN Sales Co., Ltd  
Salesforce  
Shanghai B&P Industries Co., Ltd  
Shanghai Fangli Digital Technology Co., Ltd.  
Siemens Logistics Automation Systems (Beijing) Co., Ltd.  
Spiegel Instiut  
The FutureMax Institute  
WEZAG GmbH Werkzeugfabrik  
ZongMu Technology Co., Ltd.