



CONNECTED VEHICLES AND AUTOMATED DRIVING - FROM COEXISTENCE TO CONVERGENCE?



9 March 2017
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A LOT HAS HAPPENED...



...from 1927...



...until today

SOME ARGUE THAT THE CONNECTED CAR...



...is a
*'smartphone
on wheels'*



FULL-WORTHY CITIZEN OF THE NETWORKED SOCIETY

EVERYTHING WE DO STARTS WITH PEOPLE



OUR STRATEGY IS BASED ON ENABLING EXPERIENCES



DRIVE TIME

Making the most of
my journey

What the connected car can
do *for me* when *in the car*



CONNECTED LIFE

The car as a
part of my life

What the connected car can
do *for me* when *not in car*



BIG DATA

Leveraging the car in
the connected society

What the connected car can
do *for other cars* and *society*

Making life more **enjoyable**, **saving time**, and enabling **new customer benefits**



STRATEGY PROOF-POINTS



PRODUCTIVITY



IN-CAR DELIVERY



SLIPPERY ROAD ALERT



Connectivity and Autonomous Driving are just **enablers** for **new experiences**



DEPENDENCE BETWEEN CONNECTIVITY AND AD



DRIVE TIME

- Connectivity enhances AD capabilities
- AD opens a whole new world of opportunities for productivity *and* 'me-time'



CONNECTED LIFE

- Connectivity enables a new breed of services
- New business models also for customers that *do not own* a car



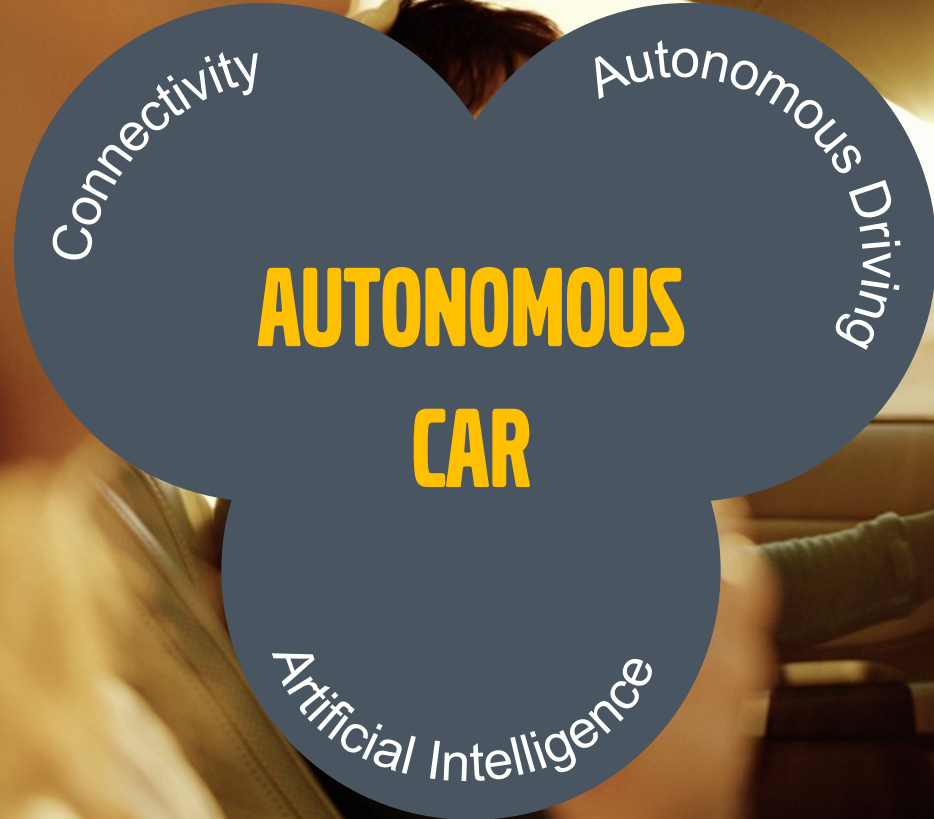
BIG DATA

- Less congestion through better traffic management
- Possibly reduced accidents
- Potential environmental benefits

But one **crucial component** is missing...



PUTTING IT ALL TOGETHER



THANK YOU!

