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Outlook

AI for Automotive Guide

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The opportunities to benefit from connectivity are rising, but so are the risks associated with implementing the wrong strategy or falling behind competitors. It's therefore important to ensure that you always have the latest, most comprehensive, and most accurate information at hand. These reports are the reference guide to OEM connected car services offerings.

Generative AI is already making significant inroads into applications spanning a broad range of use cases across consumer electronics, advertising, and many digital industries. While its initial use cases in automotive span product development, image classification, path planning, in-car personalization, and more, the technology's true impact is more likely to extend beyond applications and reach a functional level. With the rapid growth of generative AI to date, and its strong potential within automotive, it is critical for OEMs, suppliers, and start-ups to identify and forecast its impact on the automotive value chain.

This report takes a deep dive into the current and future automotive use cases for generative AI while mapping out how it will impact the industry at large. Here, it understands the functional application levels where it will deliver this impact in the next five years and highlights case studies on the technology in both upstream automotive applications and functional verticals. The report's scope extends further to account for generative AI's short, mid-, and long-term use cases in automotive while providing an extensive list of potential AI partners and identifying the different approaches being taken towards it by various players today.

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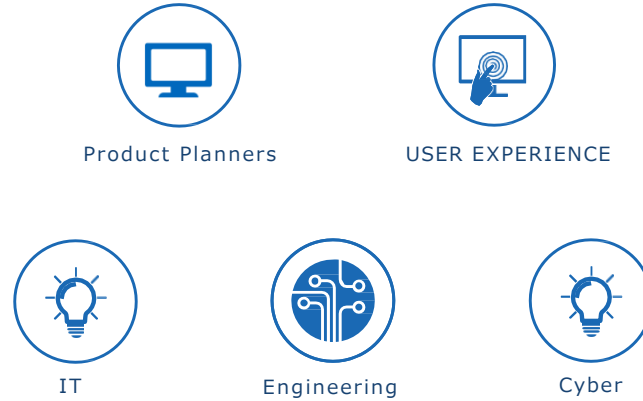
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Key questions answered

- > What are relevant functional application levels where generative AI will have an impact in the next 5+ years?
- > What are the short, mid- and long-term use cases of generative AI in the automotive value chain?
- > How will the product creation process be impacted by the use of generative AI?
- > Who is likely to lead the race in the use of generative AI?
- > What are the main case studies within automotive and how do they vary across the industry landscape?
- > What technology streams are likely to co-exist in the AI roadmap for automotive?

This research supports

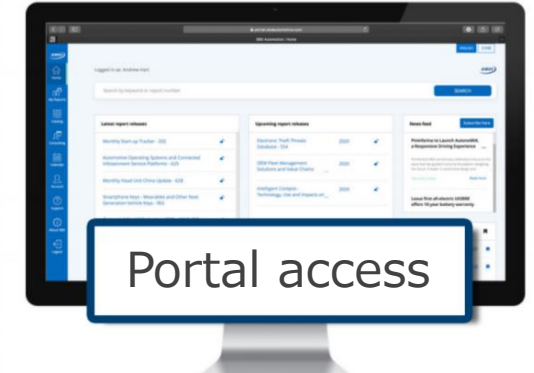


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