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Innovation & Strategy

2040 Vehicle Technology Guide

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The next generation of vehicle platforms are expected to have a higher level of convergence between the currently disperse technology roadmaps spread across a broad range of key automotive domains today. By deploying a centralized SDV strategy, OEMs will have the potential to roll out new technologies that deliver multi-domain impacts.

This report provides a 2040 snapshot of the technology convergences expected to occur between safety, EV, connectivity, security, and cyber that will power future vehicle generations. In doing so, it provides a comprehensive index, categorised by OEM, for the adoption of these technologies that highlights the customer-facing outcomes they will achieve. The report similarly empowers planning and CX teams with the insights they need to develop a gap assessment in advanced planning and R&D roadmaps for next-generation vehicle platforms.

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This report tracks the latest industry trends, innovations, and activities in comprehensive detail. It works as a reference point to help teams clarify the maturity, ecosystem, and opportunities of new automotive technologies announced worldwide. The guide similarly provides detailed insights into the market landscape - profiling the key players behind these innovations and understanding how it can be managed.

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Key Benefits

- > Focus on the intersections of technologies across safety, EV, seamless connectivity, security and cyber that will have the widest impact on the industry
- > Helps develop a gap assessment in advanced planning and R&D roadmaps for next-generation vehicle platforms
- > Provides a readiness index by OEM for the adoption of these technologies that highlights what customer-facing outcomes they will each achieve

This research supports

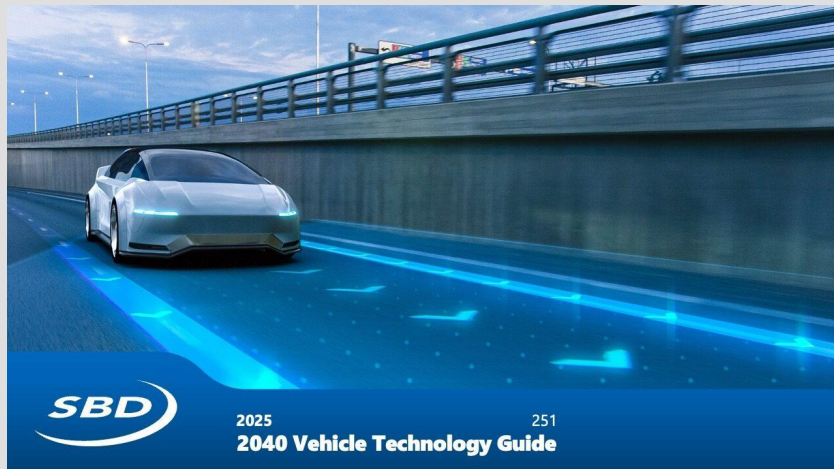
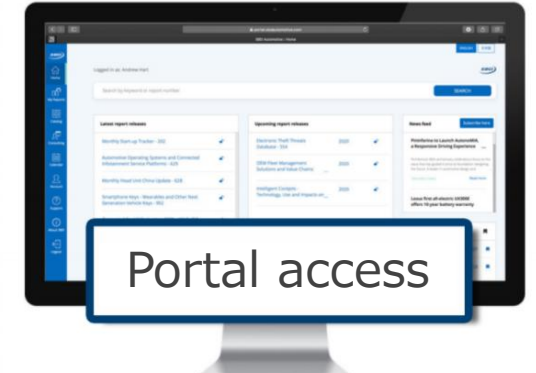


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