SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

23BAE725 - SERVICE MARKETING

UNIT - V SERVICES STRATEGIES

**TOPIC: Current scenario of
Automobile industry**

**Dr.K.Mohan Kumar, MBA, Ph.D,
Associate Professor, MBA - SNSCT.**

The Evolving Landscape of the Automotive Industry

The global automobile industry is facing a period of unprecedented change, navigating shifting consumer preferences, technological advancements, and geopolitical challenges. This presentation will explore the current state of this dynamic sector and examine the forces shaping its future.

The Global Automobile Market

The automobile industry is a key driver of economic growth, with over 80 million vehicles produced annually worldwide. Major markets include China, the United States, Japan, Germany, and India, representing diverse consumer demands and regulatory environments.

Embracing the Future: EVs and Autonomous Tech

1. **Electric vehicle sales are surging globally:** Driven by government incentives, improved battery technology, and growing consumer demand for sustainable mobility.

1. **Autonomous driving features are rapidly advancing:** Enabling greater safety and convenience, though challenges around regulation and public acceptance remain.

Supply Chain Disruptions Impacting the Industry

Microchip Shortage

The global microchip shortage has led to production cuts and delays across major automakers.

Logistics Challenges

Logistics challenges, including port congestion and container shortages, have further strained the automotive supply chain.

Mitigation Strategies

Manufacturers are exploring alternative sourcing strategies and investing in semiconductor capacity to mitigate these disruptions.

Pandemic Impacts

The pandemic has exposed the vulnerabilities of the industry's just-in-time production model, spurring calls for greater supply chain resilience.

The Evolving Consumer Landscape

Sustainable Vehicle Options

Consumers are demanding more sustainable vehicle options, driving automakers to prioritize electrification and reduce carbon footprints.

Connectivity and Infotainment

In-vehicle connectivity and advanced infotainment systems have become must-have features, as consumers seek seamless digital experiences.

Personalization and Customization

Personalization and customization are also on the rise, as buyers seek vehicles that cater to their unique lifestyles and preferences.

Navigating the Policy Landscape

Emissions Regulations

Governments worldwide are implementing stricter emissions regulations, driving automakers to accelerate their transition to cleaner, more sustainable vehicle technologies.

EV Incentives

Incentives and subsidies for electric vehicles have spurred consumer adoption in key markets, reshaping the competitive landscape.

Autonomous Driving Regulations

Autonomous driving regulations are evolving to address safety concerns and enable the deployment of self-driving features on public roads.

Shifting Sands of Competition

1 — **Tech Giants and Start-ups**

Tech giants and start-ups are challenging traditional automakers, bringing innovative mobility solutions and disruptive business models to the table.

2 — **Legacy Manufacturers Respond**

Legacy manufacturers are responding with ambitious electrification plans, strategic partnerships, and investments in advanced technologies to maintain their competitive edge.

Charting the Course Ahead

1 — **Electrification**

The automobile industry is on the cusp of a profound transformation, with electrification reshaping the competitive landscape.

2 — **Autonomous Technologies**

Autonomous technologies are also emerging as a key disruptive force, presenting both challenges and opportunities for automakers.

3 — **Evolving Consumer Preferences**

Changing consumer preferences, such as a growing demand for sustainable mobility and personalized features, are further driving the industry's transformation.
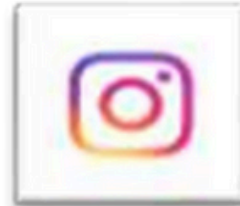
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