



# Connected Cars: Disruption in Mobility



# Introduction

When the automobile was invented at the end of the 19th century, it was basically meant to serve as a substitute for horses and carriages. With the help of a combustion engine, an array of knobs, switches, and a steering wheel, drivers could drive their vehicle around, carrying other passengers and goods.

Now, imagine if a time machine could bring Karl Benz, Gottlieb Daimler, and Henry Ford to our time, what would they see? Electric cars are becoming more popular, instead of complex combustion engines, those cars only need simple electric motors. Cars are connected to the internet, which allows them to get automated updates and have drivers and passengers enjoy all kinds of entertainment. Oh, and no more knobs needed: people just use their voice to play a new song, look for the next service station, pre-order a cup of coffee or make dinner reservations. And in a not-so-soon future, vehicles drive autonomously, so no human drivers are needed.

For sure, things have changed a lot. These days, the web is ubiquitous, connecting people and things with each other. Why should cars be an exception? Electronic mobility and autonomous driving are changing the way in which car manufacturers deliver value to their customers.

This next paradigm shift in mobility is the concept of “connected mobility”. It is an amalgamation of new technologies, software, and user-friendly solutions to take the automotive industry towards autonomous driving. Connected mobility is expected to put all major economies in the world on a significant growth curve. This growth will be unprecedented, with an estimated annual value of around \$560 billion by 2035 for the core services around self-driving vehicles<sup>1</sup>. As connected cars become a new mobility phenomenon, the two most prevailing questions are: How will autonomous driving change the patterns set by traditional OEM companies? And what does the future look like in terms of features, digital services, and value-add?

In this whitepaper, we will take a closer look at the changes that the automotive industry is going through and the many opportunities and new business models which are evolving.

<sup>1</sup> How Automakers Can Survive the Self-Driving Era (A.T. Kearny), 2016 <https://www.atkearney.com/documents/10192/8591837/How+Automakers+Can+Survive+the+Self-Driving+Era+%282%29.pdf/1674f48b-9da0-45e8-a970-0dfbd744cc2f>







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## About the author



Dr. Roman Zenner

Since 2001, Dr. Roman Zenner works as an author, consultant, and speaker in e-commerce. He has written several books on web shop software and regularly publishes articles in professional magazines and blogs. Dr. Zenner runs shoptechblog.de as well as the podcast ShopTechTalks. Furthermore, he speaks at conferences, teaches university classes and moderates expert panels.

In his work, Roman focuses on next generation commerce technologies and explores what retail will look like in a post-web world. Since 2015, he is a full-time employee of commercetools GmbH, working as an Industry Analyst.

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