

General context in

Mobility & RSA

sector

The automotive industry is experiencing the largest disruption in over a century. Greener transportation, electric vehicles, mobility as a service, and new modes of mobility are new forces that are growing to serve new consumer needs.

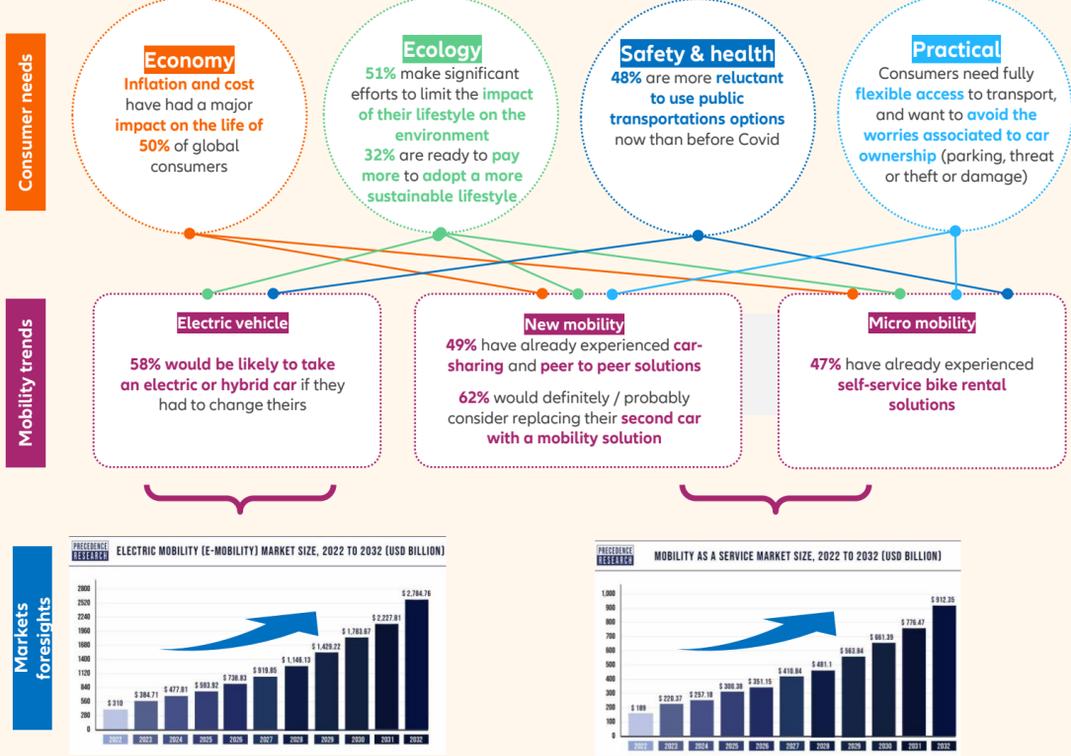
While mobility in itself remains the sinews of war, connectivity & data security, driver well being, and above all need for assistance must also be taken into consideration.



Chapter #1

All the mobility shifts answering new consumer needs...

Because global consumers needs are evolving quickly, new ways of mobility have appeared and are continuing to expand.

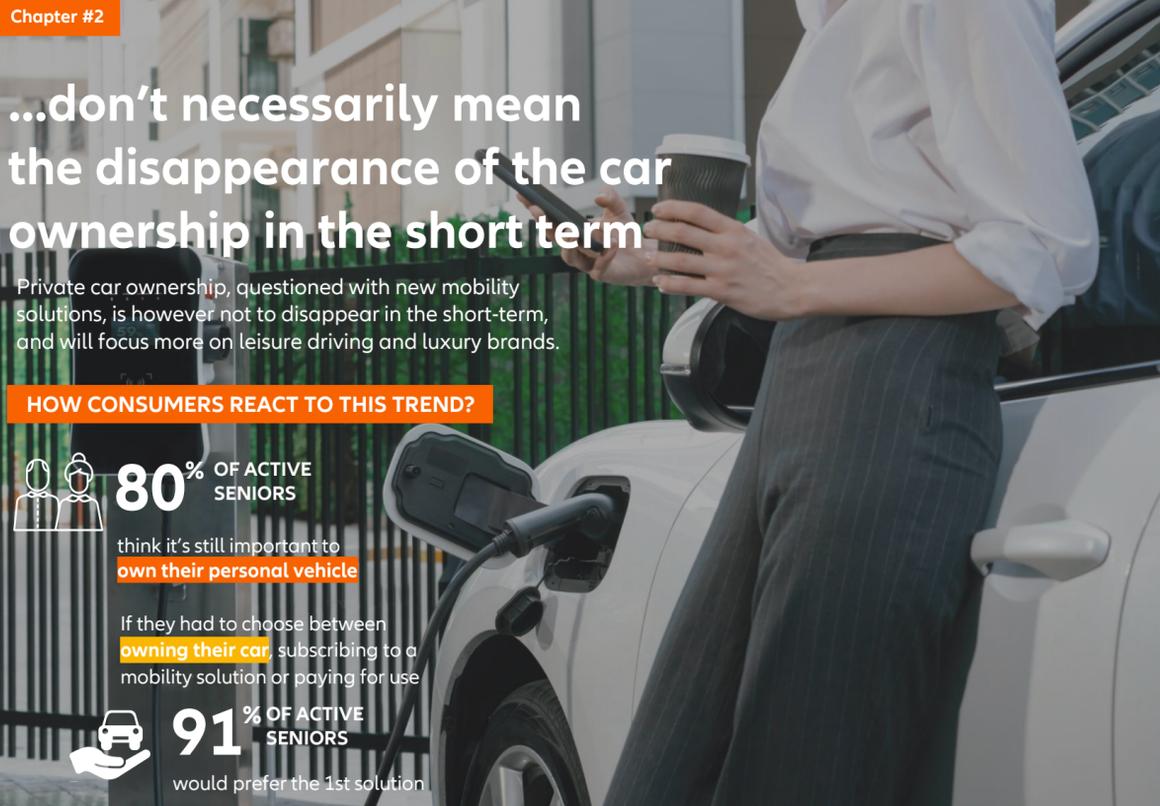
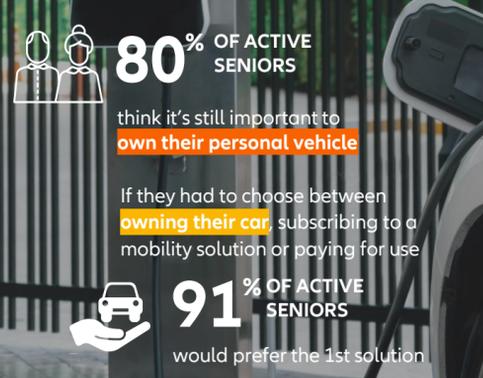


Chapter #2

...don't necessarily mean the disappearance of the car ownership in the short term

Private car ownership, questioned with new mobility solutions, is however not to disappear in the short-term, and will focus more on leisure driving and luxury brands.

HOW CONSUMERS REACT TO THIS TREND?



Chapter #3

In-car wellness

The car is seen as a safer space than public transport. Car manufacturers are continuing to introduce ambient lighting, visuals and soundscapes to aid mental wellbeing behind the wheel.

HOW CONSUMERS REACT TO THIS TREND?

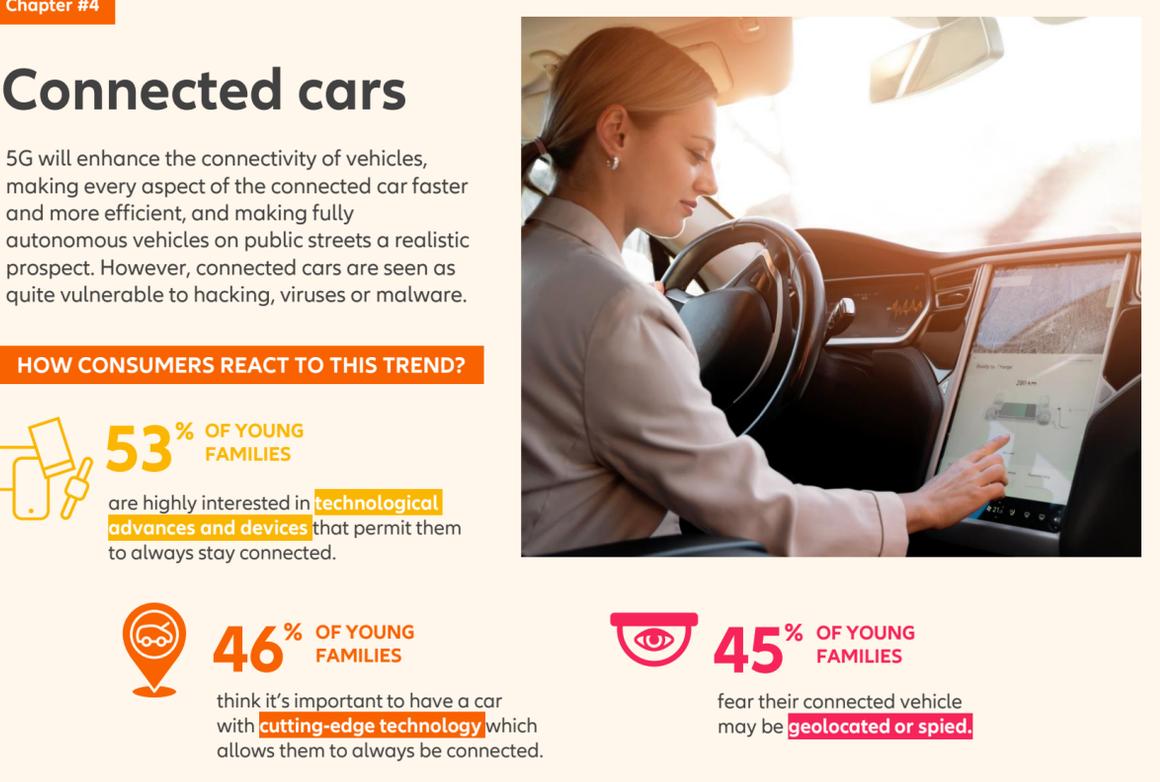
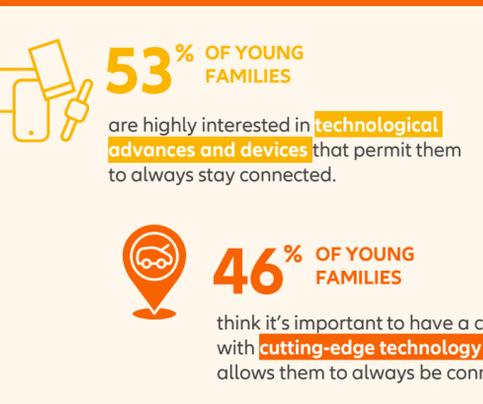


Chapter #4

Connected cars

5G will enhance the connectivity of vehicles, making every aspect of the connected car faster and more efficient, and making fully autonomous vehicles on public streets a realistic prospect. However, connected cars are seen as quite vulnerable to hacking, viruses or malware.

HOW CONSUMERS REACT TO THIS TREND?



Chapter #5

RSA customer journey

Providing an excellent roadside assistance customer journey to end customers is now a must-have to increase loyalty. Some important criteria are to be kept in mind.

HOW CONSUMERS REACT TO THIS TREND?

