



# Get Beyond the Wheel in Automotive

## VIDEO TRANSCRIPT

The automotive industry is changing.  
Beyond all recognition.  
To a whole new mobility ecosystem.  
Towards a Connected, Autonomous,  
Shared, Electric future.  
As the industry transforms at pace  
from being defined by hardware  
to where the software behind the scenes  
becomes any new vehicle's most critical component.  
Where connectivity and a personalized  
customer experience will become more  
important than the vehicle itself.  
Yet the industry is also being re-imagined  
for a more inclusive, more sustainable world.  
So, how will we get there?  
How will we get beyond the wheel?  
In a word: together.  
As we help our industry to embrace an  
ecosystem ethos collaborating beyond  
industry lines deploying all our expertise,  
across the whole value chain.  
Leveraging innovative technologies and deep  
industry experience to ensure a more  
connected and successful future for us all.

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