



**Trend Analysis in
Automotive and Mobility:
Where do you think we're headed?**

15. June 2020 – Tech Days Munich

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Knowledge Culture

- Changes in our knowledge about the world and the way we deal with information
- Knowledge not reserved for the elite, becomes a common good
- Shift towards collaborative forms of knowledge acquisition and lifelong learning

Urbanisation

- More and more people live in cities worldwide
- Cities solve some problems while generating new ones
- A new way of life and new way of thinking

Connectivity

- Digital communication technology
- Creates new lifestyles and behaviour
- Requires new skills and an understanding of digital change

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Individualisation

- Central cultural principle of the western world
- Affects value systems, consumption patterns and everyday culture
- Freedom of choice, but creates counter trends such as we-culture

Sustainability

- One of the most powerful drivers of our time
- Extends into everyday life (organic food, plastic regulation, energy transition)
- Affects personal decisions, social values and corporate strategy

Globalisation

- Increasingly complex and increasingly networked world
- Post-growth economy, generation global
- Trade wars, diplomatic crisis, international corporate powers

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Gender Shift

- Changing role patterns for men and women
- Being born male or female has less influence on your biography
- Gender loses its effect on your fate

Health

- Synonymous with a good life
- With new knowledge, people take more responsibility for their own health
- People demand healthy living environments

New Work

- If automation (robots, AI) does our work for us, why do we still need to go work?
- The age of the creative economy, of meaningful work, search for purpose
- Symbiosis of life and work, self-fulfillment rather than just a paycheck

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Silver Society

- People are living longer and are staying healthier longer
- A new period of life, focused on self-development
- New lifestyles in old age, new vitality

Security

- Society in a state of constant alarm (global trade wars, robots taking our work away, natural disasters, refugee crisis, pandemics, ...)
- A fallacy: we *feel* unsafe, even though we live in the safest of all times

And now it's your turn!