A few key points from the report:

- Fewer than a third of automotive companies have the digital capabilities required for digital transformation.
- Automotive companies struggle to develop the necessary leadership capabilities for digital transformation.
- 4 out of 10 automotive organizations have a center of excellence (CoE) that is aligned to the digital strategy and has support from the board.
- 39% of automotive employees say leadership acts as a role model in displaying openness to change and adopting new behaviors (versus 75% of automotive leadership).
- 6 out of 10 automotive organizations have a dedicated space and budget to execute critical projects that are required by multiple business units.

**Four recommendations to turbo charge digital performance in the automotive industry**

1. **Leverage digital technologies to enable self-service and improve the retail experience.**
2. **Develop a digital culture that spans traditional automotive silos and hierarchy.**
3. **Build an open innovation platform for digital services.**
4. **Set up a clear-cut monetization policy for digital partners.**

**How can automotive organizations progress on their journeys to digital mastery?**

- Develop a digital culture that spans traditional automotive silos and hierarchy.
- Build an open innovation platform for digital services.
- Set a clear vision and have visible leadership involvement.
- Deploy change agents and empower employees to drive digital culture.
- Create a center of excellence to set direction, coordinate digital products and services, and share learnings.

**Key statistics from the report:**

- **Percentage of organizations believing that they have the necessary digital capabilities, in the automotive sector and globally:**
  - Overall: 33% (Automotive) vs 38% (Global)
  - By Category: Customer Experience (32%), Operations (34%), Talent and Organization (36%), Innovation (35%), Business Model (32%)

- **Percentage of organizations believing that they have the necessary leadership capabilities, in the automotive sector and globally:**
  - Overall: 32% (Automotive) vs 36% (Global)
  - By Category: Enablement (28%), Technology (32%), Governance (34%), Workforce (35%), Culture and Engagement (32%), Vision and Purpose (35%)

- **Automotive lags behind other sectors in their digital transformation journeys.**

- **Global Digital Mastery Research Series: Automotive**

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