



AI Applications in Engineering, Designing, Manufacturing, and Sale of Automobiles

Case Study

Client	A leading automotive engineering company
Industry	Automotive
Products	Mobility service and others

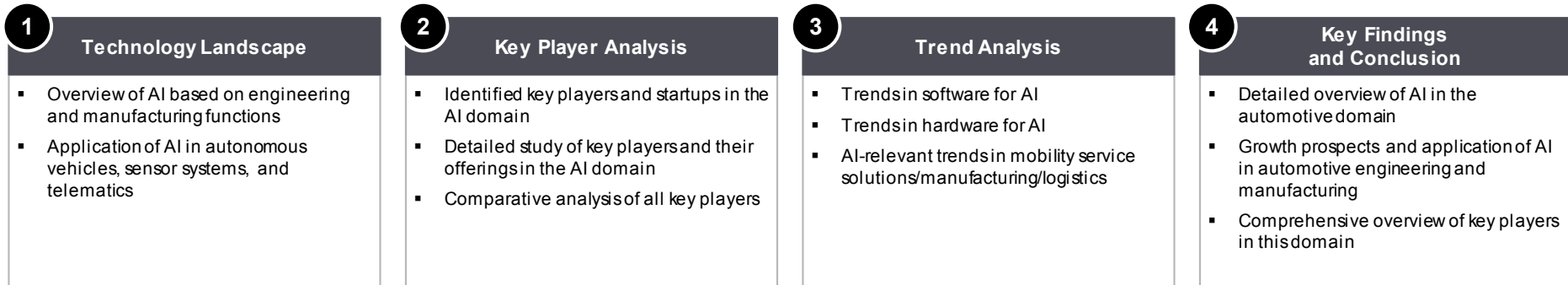
Context

- The client focused on gaining insights on the technology landscape, recent developments, and outlook of artificial intelligence in the automotive industry.
- The client also wanted to assess activities of key automotive players in this domain.

Key Business Questions

- AI in Engineering & Manufacturing Functions
 - Activities in automated computer aided engineering (CAD/CAM)
 - Activities in design recognition by machine learning
 - Automated testing of mechanical and electrical components
 - Advisory/assistance systems in complex development processes, such as knowledge management
- AI Applications in Autonomous Driving
 - Inexpensive & robust sensor systems for intuitive user interaction and quick identification inside the car
 - AI application in telematics
- Future Scenario
 - Future trends in software and hardware for AI (approximate computing, probabilistic numeric, etc.)
 - Trending topics in AI that are applied in mobility service solutions or in manufacturing or logistics

Engagement Scope



Research Methodology

Secondary Research

- Conducted desk research to understand the overall market
- Referred to paid databases and identified patents for AI in automotive

Primary Research

- 20+ telephonic interviews conducted with manufacturers, distributors, industry experts, retailers, consumers, etc.

Benefits to Client

- The client gained in-depth insights on the growth prospects and application of AI in engineering and manufacturing of automobiles.
- The client also gained better understanding of all key players and their market positions, which helped in the formulation of competitive strategies and product development.

Engagement Scope

1

Technology Landscape



2

Key Player Analysis



3

Trend Analysis



4

Key Findings and Conclusion



Thank you

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