AUTOMOTIVE MARKET TRENDS

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PEUGEOT

GLOBAL MEGATRENDS

30 PEUGEOT 30 YEARS IN BALTICS

PEUGEOT

ENVIRONMENT
CHANGES

URBANIZATION

TECHNOLOGICAL
CHANGES

AUTOMOTIVE MARKET TRENDS

ENERGY TRANSITION

ENVIRONMENTAL AWARENESS

- Young generations are driving the mindset change, policy is pushing execution

- Recycling, upcycling, renewable energy resources...

- Increasing push for implementing CSR strategies in all levels

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ELECTRIFICATION

- EU & governments regulations are forcing the change

- Reality: avg CO2 emission level in EU countries +2% in 2018

- Prediction: 25% of vehicles sold in 2030 will be BEV or PHEV

- Biggest challenge – infrastructure & vehicle pricing

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ENERGY TRANSITION

URBANIZATION

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CHANGING MOBILITY NEEDS

- Increasing traffic load in urban areas

- Limited access, lack of parking space

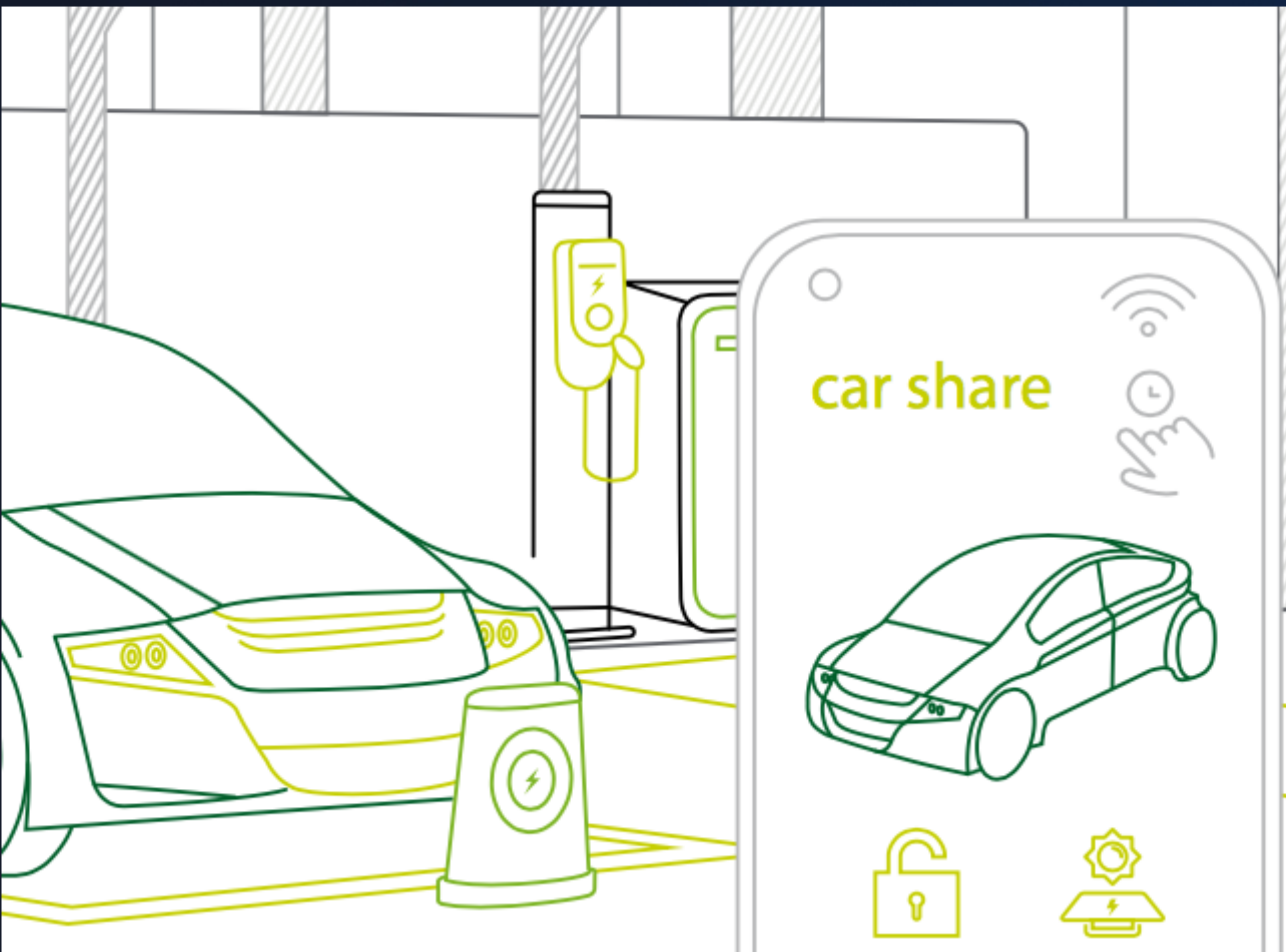- Alternative mobility services are in radical developing stage

- TCO -> TCM

NEW GENERATION OF SERVICES

- User experience focused expectations: quicker, more flexible and new innovative alternatives

- "Smart cities" – how can people, businesses and city environments interact and benefit each other

30 PEUGEOT
30 YEARS
IN BALTICS

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CAR SHARING

- Corporate car sharing

- New car sharing and on-demand mobility platforms -> explosion of start-ups

- Cross-sharing mobility solutions

car share

ENERGY TRANSITION

URBANIZATION

DIGITALIZATION & CONNECTIVITY

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DIGITALIZATION

- 80% do research online when buying a car

- Customer behavior is changing – demand for quick, easy, smart solutions

- No boundaries for expectations – demand for new services, experiences, decision criterias

CONNECTIVITY

- Sharing cars and using them as a space to consume media, make calls, do work

- Drive assist systems are yesterday – what's next?

- Tracking and managing car park and people in new level

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AUTONOMOUS CARS

- "Knight Rider" = reality

- What are the challenges?

- How it will influence our daily lives and businesses?