



EXECUTIVE SUMMARY

Creativity in Motion: Designing the automotive experience of the future.

Revealing how self-driving cars, personalization and digital design are changing the future for OEMs.



Benjamin Nawka
Daimler Truck Asia

Scott Belsky
Adobe

Redefining the driving experience through digital technology.



Since the invention of the automobile, how consumers buy, interact and experience a car has remained largely the same. Now thanks to new advancements in self-driving cars, virtual and augmented reality, the metaverse, and even social media, the very nature of being in a car is destined to change forever.

- No longer will time spent in a car be simple travel time.
- Customers will be able to work or play as they desire.
- Vehicles will become an entertainment system, office, or even a relaxation pod.

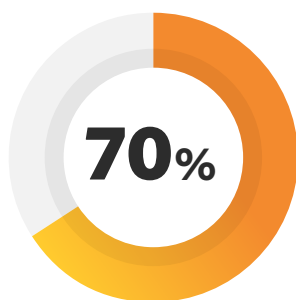
But the changes will not stop there. These technologies are set to alter, not only the in-car experience, but all the activities around the car as well. From sales to marketing, aftersales and even the test drives, every facet of life for OEMs and their customers is about to become augmented or undergo a complete overhaul.

Those OEMs who use these technologies most to build immersive, enhanced and thrilling experiences across the customer journey are destined to write their own futures. Those who are afraid to make bold decisions face being left behind.

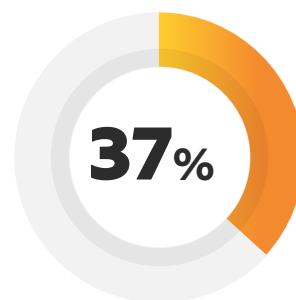
“ We’ve always thought about the design of the car and the interiors of the car, but what about the experience of the car?

Scott Belsky

Adapting to changing consumer demands.



of consumers want to conduct at least some parts of the purchase online.
Cars.com*



of consumers say they're eager to switch to cars with increased connectivity and nearly half of premium auto consumers express an interest in exploring the digital capabilities of their new cars.
McKinsey**

* Cars.com Consumer Metrics Q4 2020

**<https://medium.com/ipg-media-lab/the-future-of-in-vehicle-media-consumption-e19ab5043180>

The virtual sales revolution.

With sales moving increasingly to the digital space, most customers will begin their journey by interacting with the OEM online. By infusing this digital space with technologies such as virtual reality, customers will be able to get a better sense of what the driving experience is like in real life.

Customers can, for example, view and interact with a full-size version of the car in their living rooms. They can change the colors or visualize the interior patterns and textures. Brands will be able to tailor these experiences based on accumulated customer data. Customers with large families might start off viewing a car that is altogether different in appearance to that which might be viewed by a single person who is a fan of the rugged outdoors.

By allowing them to pick and choose colors, and personalize this vehicle in their own homes, OEMs can increase the likelihood that this interest transfers to the showroom floor.

Nothing can ever beat a tactile real-world experience. The trick is not to imagine digital technologies overcoming the tactile environment, but rather using them to help enhance the emotions and functionality of real-world experiences.

“ While VR capabilities are already highly advanced, customers are still going to ask themselves, can I trust what I see?

Benjamin Nawka

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In-car experience



Motorcycle experience

Owning the content means owning the customer relationship.

The in-car entertainment of the future will expand well beyond the audio options people are used to. It will include visual, gaming and even office compatibility elements, allowing customers to use their newly freed up time to branch into their work and hobbies.

Instead of needing to concentrate on the road, cars will become more like homes and offices; a place to showcase personalities and to customize according to taste. Bringing creativity and personal expression inside the car creates not only a bond, but also a deeply enhanced experience.

This opens up numerous avenues of opportunity for OEMs to benefit greatly from controlling the medium and content through which these in-car experiences are delivered. Added revenue could be achieved through contextual ad sales based on the location of the car or time of day, or by tailored entertainment options based on length of journey or destination.

Retaining control should be a priority. Customers will be surrounded by, and immersed in, these experiences every time they drive, heavily influencing their overall impression and emotions toward the vehicle itself. It is therefore true that whoever owns the in-car experience, owns the customer relationship. OEMs will, however, want to consider making their in-car media capable of working seamlessly with other customer owned media, such as phones or computers. Allowing portable content, while maintaining brand identity and maximizing revenue, is a challenge that automotive manufacturers must be aware of.

“ The in-car experience, all of the screens, the tools, and systems within a car, can really become a mode of creative expression and personalization.

Scott Belsky





Driving future success through creative design.

Radical new technologies are overhauling almost every aspect of the vehicle experience. From sales to in-car content, unprecedented levels of personalization will be at the forefront of these changes. How OEMs adapt to this change will determine not only their long-term relationships with their clients, but perhaps their ongoing viability.

“ If companies can appreciate the value of creativity, the value of trial-and-error and the value of big ideas that might be unthinkable today, then they will succeed.

Benjamin Nawka

Watch our video to get deeper insights on how our guests, Benjamin Nawka and Scott Belsky imagine creativity with new technologies will lead OEMs into a bold new future.



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