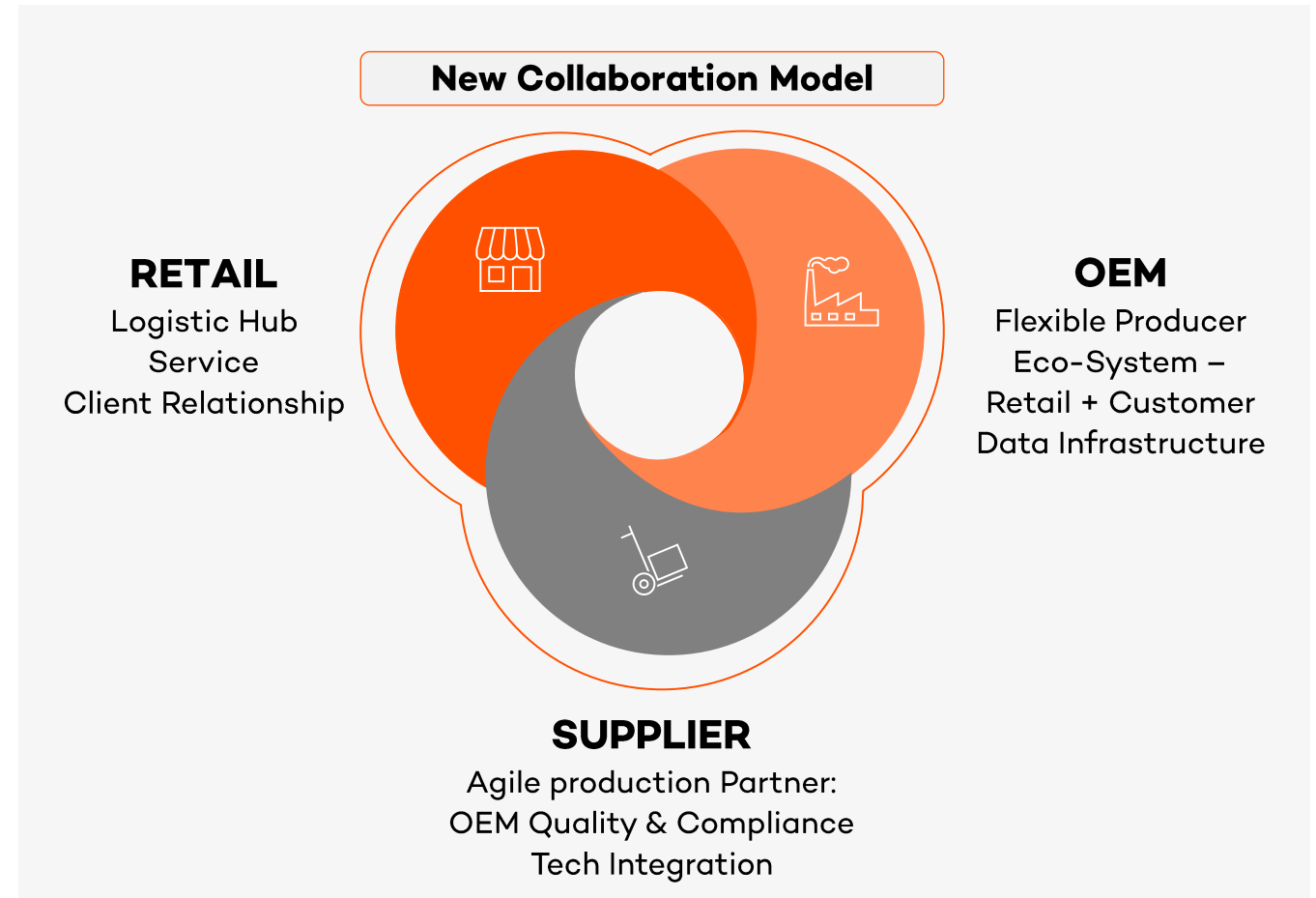


AI Impact and Challenges for Automotive Sales

The future **needs**

- > **Data-driven efficiency:** Optimized Production and Planning towards “on demand” to minimize dealer stock in the future. (AI-enabled foresight)
- > **Decrease complexity** in products, processes and production to mitigate capital- and network risks.
- > **Transparent and consistent pricing architecture** – common transaction price as possible new baseground.
- > **Rework contractual side** – to include new topics, standards, and prepare for AI Agents in sales.
- > AI-enabled **Customer Journey and Omni-channel strategies.**

Key take-away: the rise of **new cooperation model**



**DAVID
WURSTER**

Teamlead
Foresight
Technologies at
Fraunhofer ISI

david.wurster@isi.fraunhofer.de
+49 175 786 23 69



**THORSTEN
GRAMLICH**

Partner
Passenger Car

thorsten.gramlich@diconium.com
+49 711 299 22 72

