



# Leading Digital Sales – 5 strategic hypotheses on the future of Automotive E-commerce

**Thorsten Gramlich & Matthias Rüdiger** | Stuttgart, 3.6.2025

# Your Session Experts for Automotive E-commerce of the Future



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# **5 strategic hypotheses** for the future of automotive e-commerce

# From **Ownership** to “**Usage First**”: Flexible Business Models Will Dominate Online Car Sales

# >16%

of new BEV cars are  
expected to **be sold  
online by 2030**

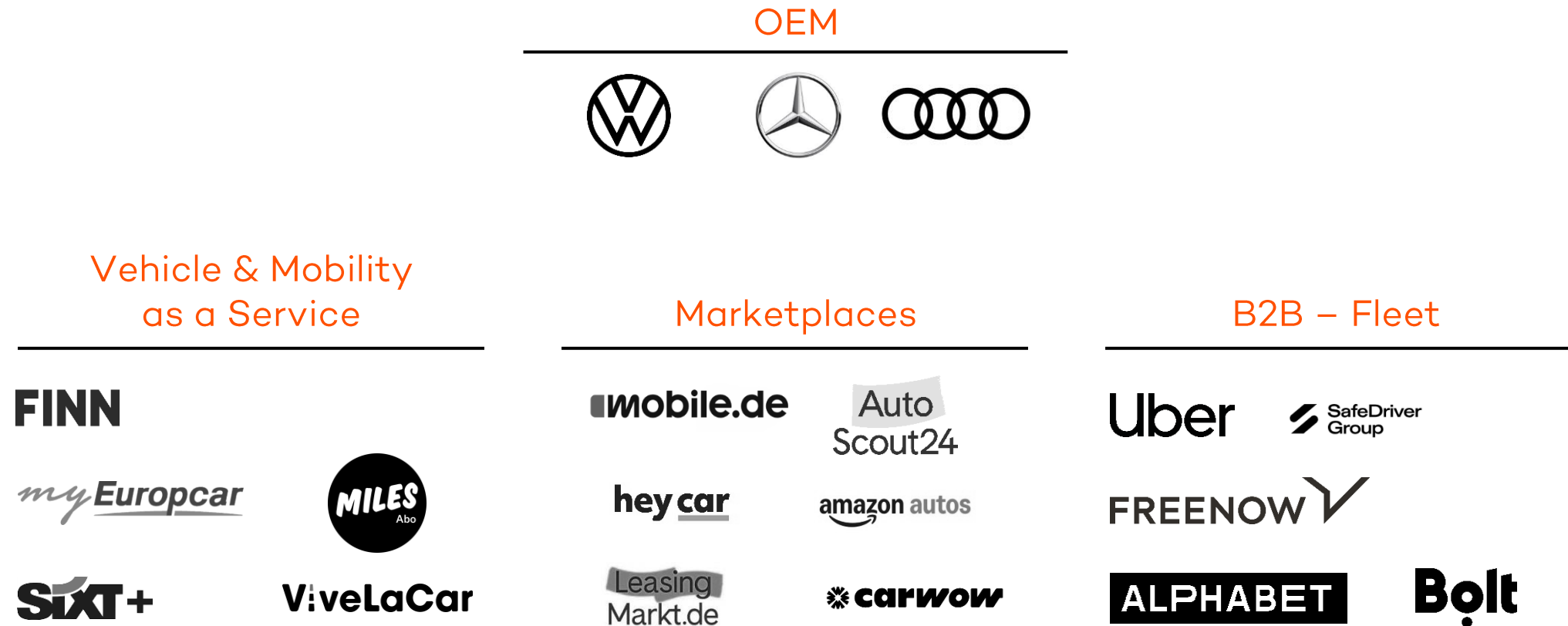


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# \$40 billion

**market potential for car subscriptions in EU  
& US by 2030** – fueled by a shift from  
ownership to “usage first”

# Business Models



Convenience Alone Isn't Enough –  
**EV Adoption Is Accelerating the  
Demand for Seamless, Frictionless  
Digital Journeys**



EV buyers demand  
a more seamless,  
personalized, and  
flexible experience  
than ever before



# 50%

**of consumers plan to choose an EV as their next vehicle** and expect intuitive tools, transparent pricing, and instant digital interactions

# 32%

of consumers indicate they  
want to **buy their next car  
entirely online**



Source: McKinsey (2025)

# **Immersive, Personalized Experiences Will Be the New Showroom**

# 64%

**of OEMs already use AI-based assistants** for  
purchase, service and customer support  
activities

# 90%

recommendation accuracy  
through AI personalization

Source: automotiveIT (2021)



Only **17%** of  
automotive firms  
have piloted  
immersive sales  
experiences

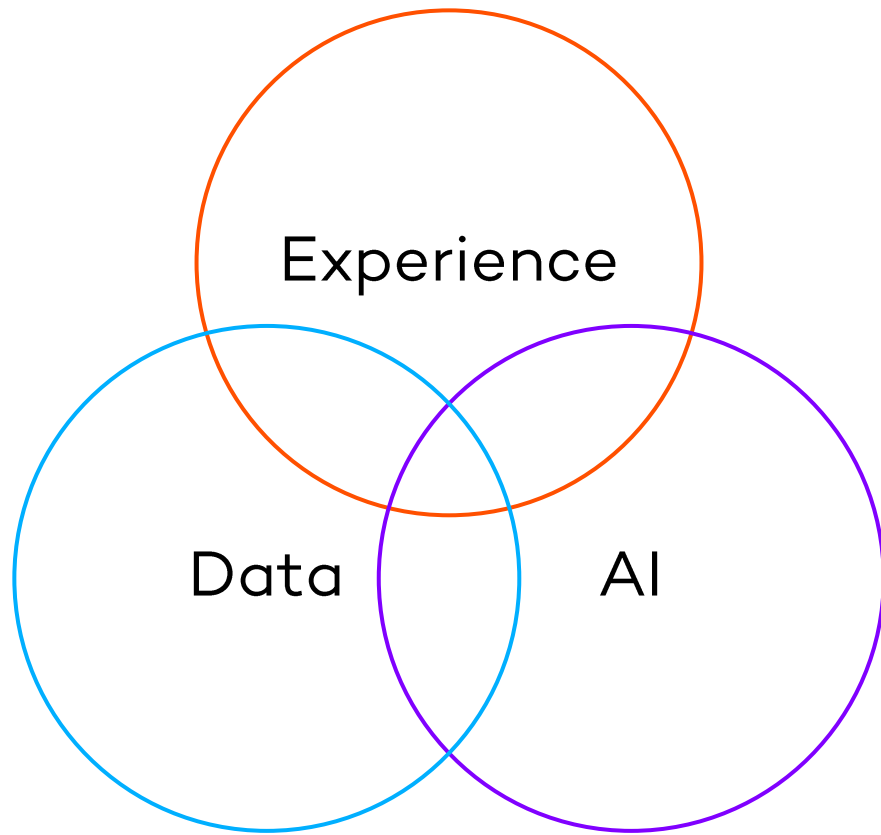


**The Delivery Triad –  
Data + AI + UX –  
Becomes the Cornerstone of E-  
Commerce Success**



# Experience. Data. AI.

## The Core of Every Success Factor



### Every single action we take should pass this test:

- Where is the **experience** – does it deliver real value for our customers – and for our people?
- Are we generating **data** through this action that can be reused, analyzed, or scaled later? Every touchpoint should become a learning point.
- What role does **AI** play – does it enhance effectiveness or efficiency?

# 34%

conversion rate increase  
through AI-driven predictions of  
car buying behavior and  
targeted customer engagement<sup>1</sup>

# 90%

of EV buyers prefer to use  
online channels for  
information gathering  
about a new vehicle<sup>2</sup>

Source: <sup>1</sup>Rock (2023) <sup>2</sup>EY (2023)



Usage and  
transaction data  
should feed into offer  
design in real time



# **AI Becomes the Heartbeat** of Both Customer Touchpoints and Product Development

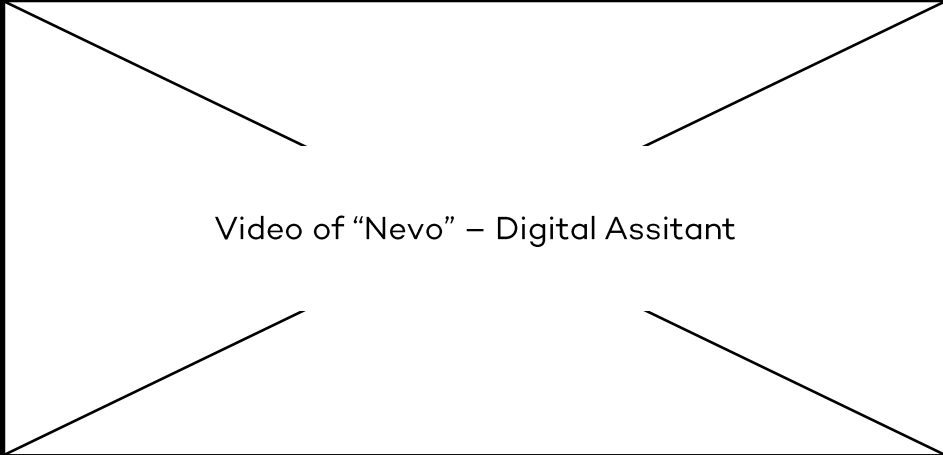
# Driving Personalization Through Campaigns

**We aim to gradually expand personalization and use simple solutions** to specifically measure its impact on customer behavior and conversion.

Here powered by GenAI

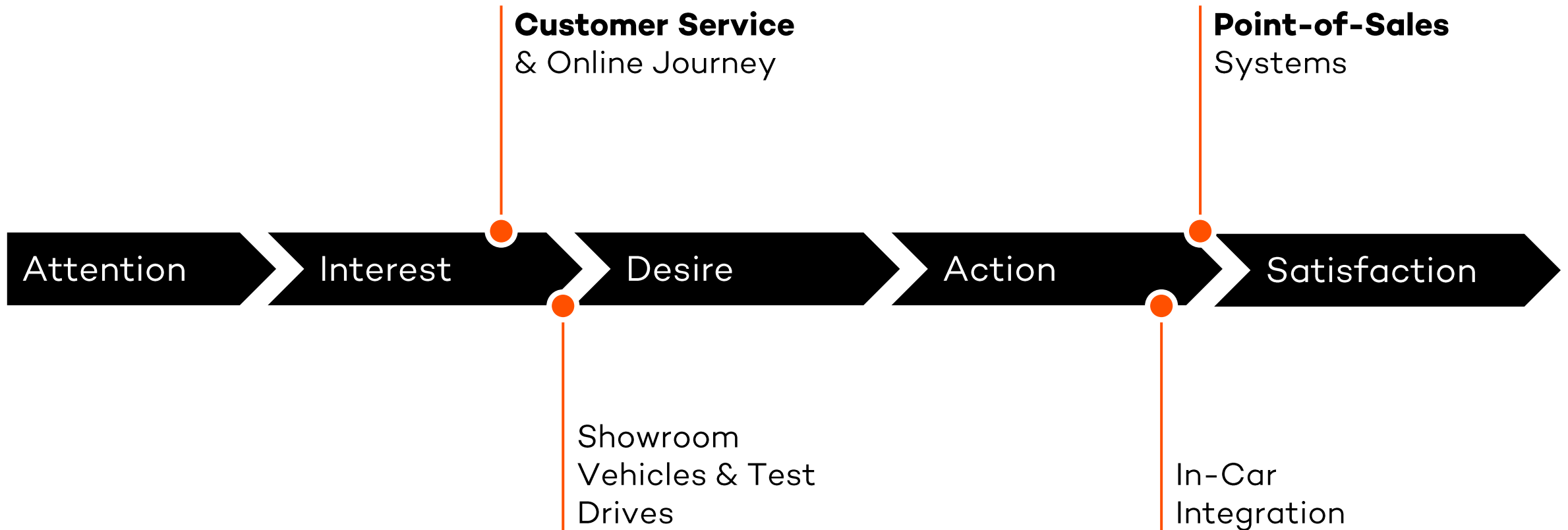
**Build – Measure – Learn!**





Video of “Nevo” – Digital Assitant

# Core Areas of Automotive Sales Are Being Revolutionized



# Key AI Technologies That Will Drive Competitive Advantage in 2025 and further

## Agentic AI in Automotive Sales

Agentic AI connects systems and agents to optimize customer interactions, and guide purchases, financing, and service  
- boosting conversion and self-service

## Multimodal AI User-Experience

Multimodal AI understands inputs across channels, combining text, voice, and image for intuitive car discovery and recommendations

## GenAI in Platform Co-Creation

GenAI empowers OEM teams to co-create e-commerce platforms - faster, smarter, and aligned with evolving customer needs



# Menti – Input for our conversation on the Future of Automotive E-commerce

**How** do you see the development of **online vehicle sales** in the next 5–10 years, particularly in the context of new business models (e.g. VaaS)?

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**Which** operational or strategic **challenges** are currently having the greatest impact on your work in automotive e-commerce?



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# Ready to re-define the status of Automotive eCommerce? Let's talk!

Join our Webinar on June 18 and  
July 1, 2025: Insights and Strategies  
for Automotive E-commerce



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