

RE.CON

2021: Hit the Ground Sprinting
with Digital and Data

Digitalisation of Automotive

Speaker



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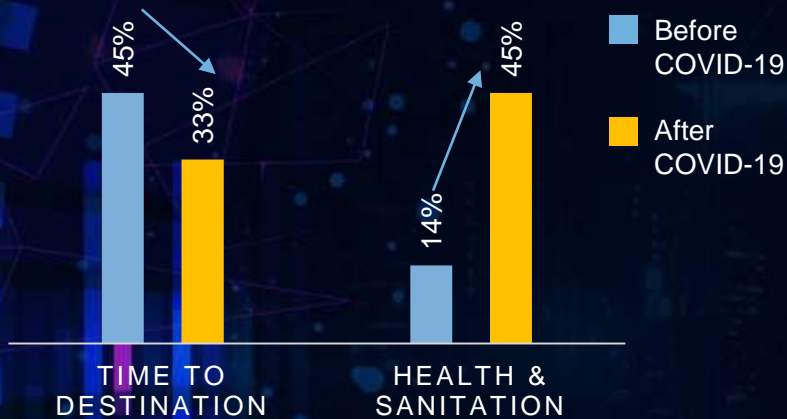
ADA

What have been the biggest shifts in the automotive industry due to COVID-19?

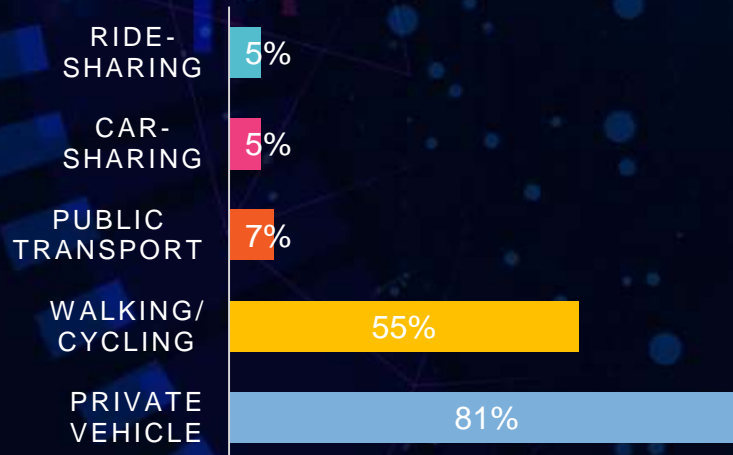


IMPACT OF THE PANDEMIC ON CONSUMERS

Preference for health and sanitation



Preference after COVID-19



Consumer's priorities have shifted when it comes to mobility.

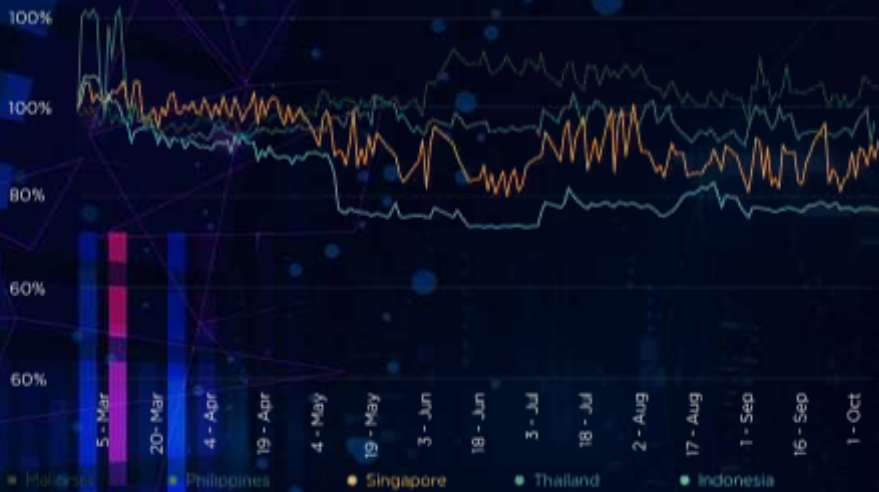
- Health and sanitation are becoming the primary consideration and there's an overwhelming preference for private vehicles.
- Cars are becoming an extension of consumers' personal space.
- More people are either holding on to their cars or looking to purchase affordable cars.
- Those that can afford would shift away from ride-sharing or car-sharing.
- Automotive marketplaces are on the rise.

How can automotive manufacturers and dealers take advantage of the new consumer?

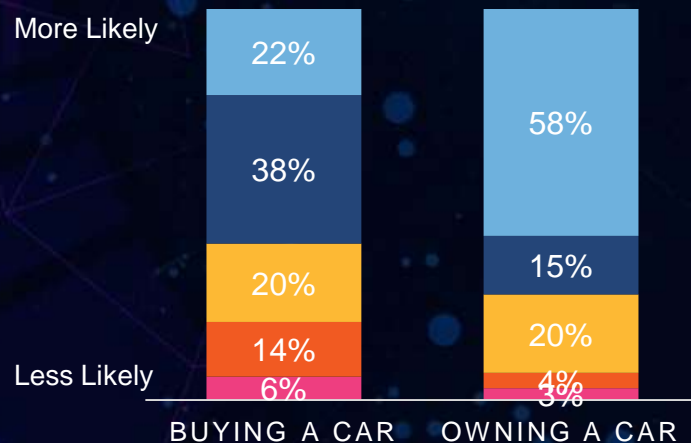


IMPACT OF THE PANDEMIC ON AUTOMOTIVE MANUFACTURERS

Footfall to showrooms is decreasing



But consumers are more likely to own a car



Reshape consumers' intentions of purchasing a car.

- More consumers prefer online over visiting showrooms.
- Opportunity to leverage trade-ins with marketplaces.
- 40% of consumers prefer to shop closer to home, dealers can leverage on automotive to gain access to a digital consumer while offering other services that fit into the automotive ecosystem within their neighbourhoods.

What's the future for the automotive industry?



GROWTH AREAS FOR THE AUTOMOTIVE ECOSYSTEM

Digital and data enabled experience that is contactless, flexible, and hyper-personalised



Contactless Purchase Experience

- Buy a car without ever having to see another human being
- Test drive with remote unlock via app



Flexibility for Consumers

- Car subscriptions provide the benefits of owning a car but alleviates the responsibility
- Subscription and insurance charges based on usage rather than time



Hyper-Personalised Solutions

- Leverage on data on the need of different consumer segments or car models to provide predictive solutions.

About ADA

ADA is a data and artificial intelligence company that designs and executes integrated digital, analytics and marketing solutions.

Operating across 9 markets in South and Southeast Asia, ADA partners with leading brands to drive their digital & data maturity and achieve their business goals.

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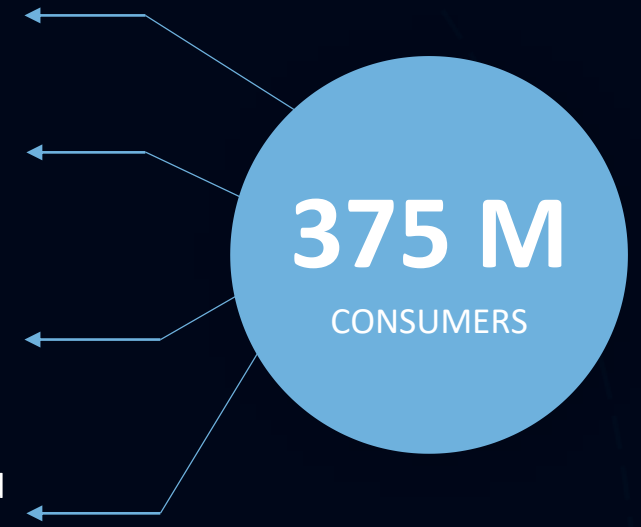
About Our Data

Their Digital behaviour culled from **400,000 apps**

Their Offline behaviour gathered from **1 million point of interests**

Their Content Consumption Patterns derived from **800 million videos views**

Their Social media use analysed from **150 million sources**



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