**Task :- 7**

**TOPIC :- GAP ANALYSIS**

**[Gap Analysis of Hyundai Motor Company]**

**🡺Focus Area: Product Development & Market Competitiveness**

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| **Product Feature** | **Current State** | **Identified Gap** | **Future State (Goal)** | **Action Plan** |
| **Electric Vehicle (EV) Range** | Hyundai EVs offer 300-350 miles per charge. | Tesla and Lucid offer higher range (400+ miles). | |  | | --- | | Increase battery efficiency to 400+ miles per charge. |  |  | | --- | |  | | Invest in solid-state battery technology and optimize aerodynamics. |
| **Charging Speed** | 800V fast-charging system enables 10-80% charge in ~18 minutes. | Tesla Superchargers are more widespread and slightly faster. | Reduce charging time to under 15 minutes. | Develop ultra-fast charging tech, expand charging network partnerships. |
| **Autonomous Driving (ADAS)** | Level 2–3 autonomy in Hyundai’s "SmartSense" system. | Competitors like Tesla & Waymo are advancing towards Level 4–5 autonomy. | Develop full Level 4–5 autonomous driving. | Invest in AI and sensor technology, collaborate with tech firms. |
| **Infotainment & Connectivity** | Hyundai’s Bluelink system offers basic AI voice assistance. | Tesla & NIO provide more advanced AI-driven infotainmen | Fully AI-integrated smart infotainment system. | Develop AI-driven voice assistant and over-the-air (OTA) updates. |
| **Sustainability & Carbon Neutrality** | Commitment to carbon neutrality by 2045; partial use of recycled materials. | Supply chain emissions and fossil-fuel-based production remain high. | Achieve full carbon neutrality across supply chain. | Use renewable energy in factories, adopt eco-friendly materials. |