



# AI in Automobile Industry

By - Priya Sarkar

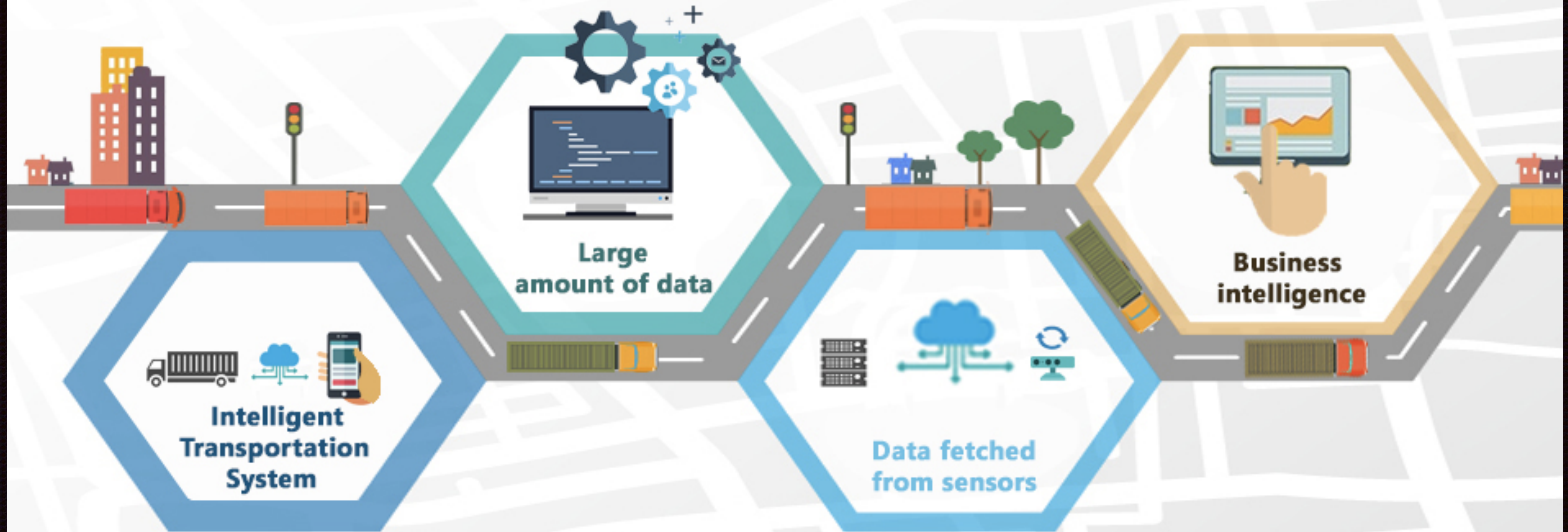


# My Background

- ✦ B.Tech from IIT Bombay
- ✦ Worked with HDFC Developers as a Data Scientist
- ✦ Worked with JP Morgan and Chase as a Data Scientist
- ✦ Working as a Deputy Manager with Deloitte in the CX team
- ✦ Currently a part of Digital Product School, UnternehmerTUM
- ✦ Connect me at [sarkar.priya.iitb@gmail.com](mailto:sarkar.priya.iitb@gmail.com) and <https://www.linkedin.com/in/priya-sarkar/>
- ✦ Read about my blogs at <https://medium.com/@divalicious.priya>



How the AI in Transportation has made an **exponential growth**







It has stated that automotive industry will be the second largest producer of data in the forthcoming years and if we combine automotive with travel and logistics industry then the output for the same grow by an additional 30%.

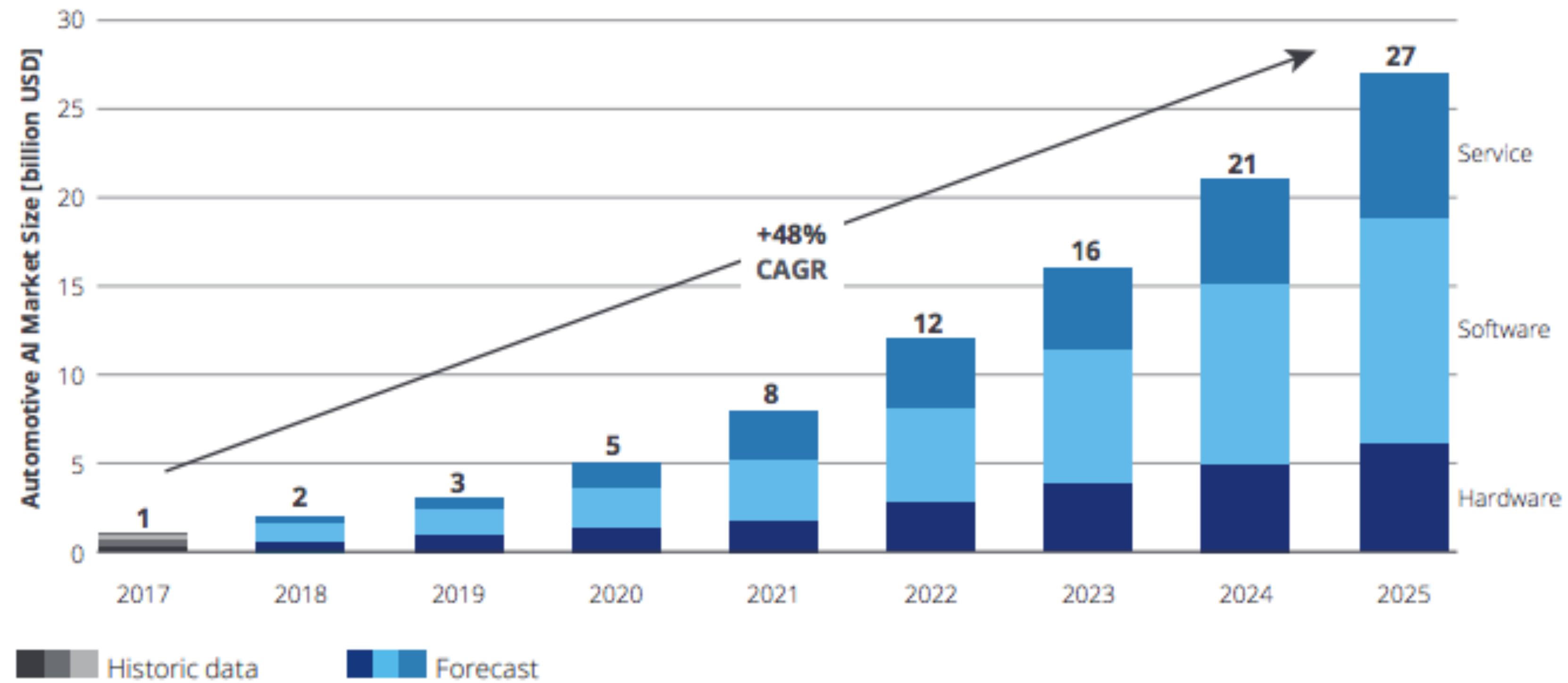
Large automotive OEMs can boost their operating profits by up to 16% by deploying AI at scale across supply chain operations and production centers.



Cars are no longer merely the means of getting from point A to point B, nor are they simply status symbols, instead they have become functional assets. Particularly in recent years car manufacturers have discovered growing customer demands for digital infotainment solutions and other in-car services



Figure 6 - Global automotive AI market forecast



[LINK TO REPORT BY TRACTICA](#)



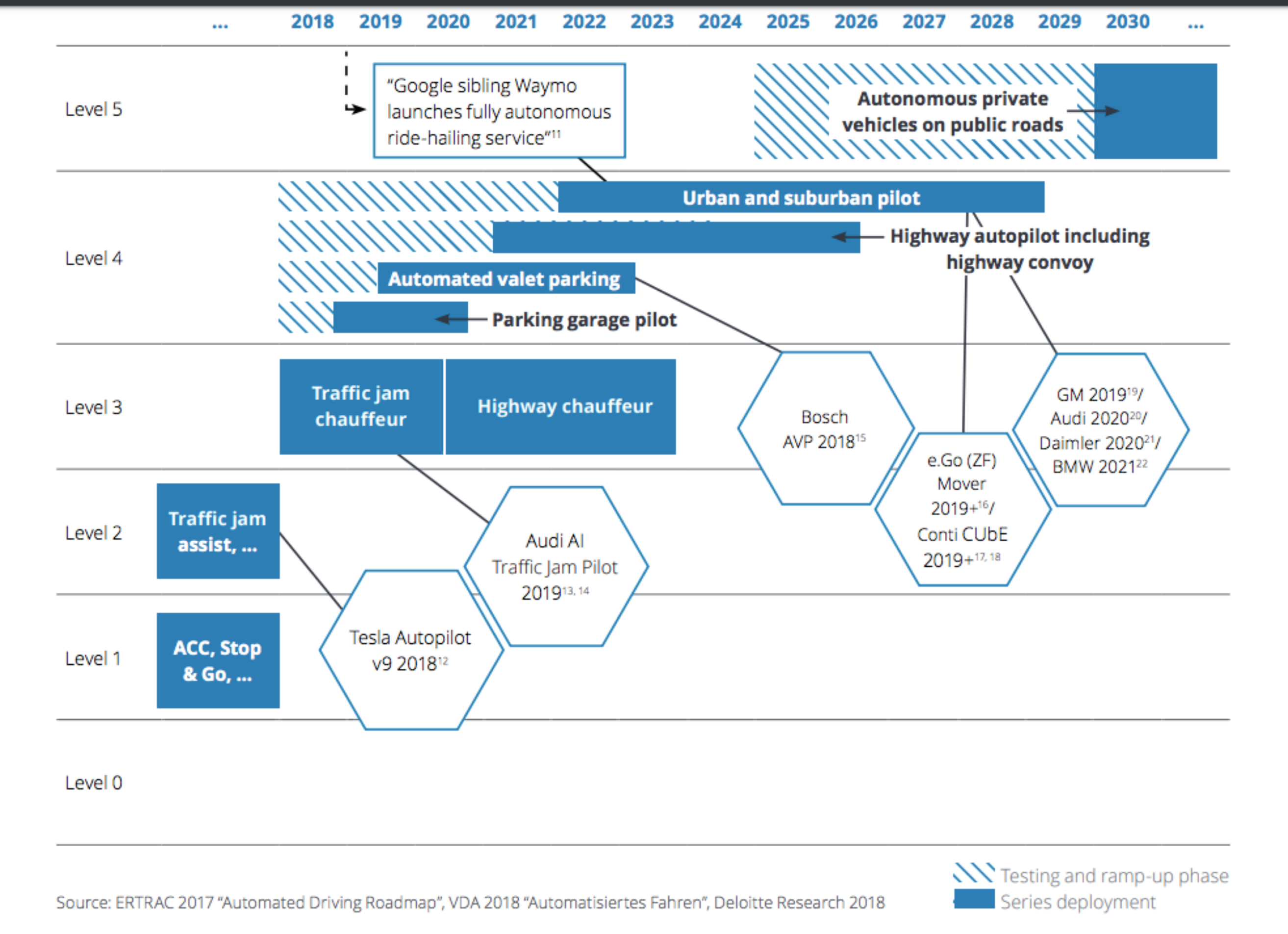
# Connected Cars

HYUNDAI's version of connected cars

Nissan's version of concept cars



# Autonomous Cars a myth no more



## Waymo is bringing its self-driving cars to map Los Angeles

The Verge - 7 Oct 2019

Los Angeles is about to get its first self-driving cars. **Waymo**, the self-driving car company of Google parent Alphabet, announced Monday that it ...

**Waymo Brings The First Self-Driving Vehicles To Los Angeles ...**

Local Source - Forbes - 7 Oct 2019

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Number of Funding Rounds		Total Funding Amount	
625		\$13B	
Announced Date	Organization Name	Transaction Name	Money Raised
Oct 10, 2019	Einride	Series A - Einride	\$25M
Oct 3, 2019	Waycare	Series A - Waycare	\$7.3M
Sep 25, 2019	Embark Technology	Series C - Embark Technology	\$70M
Sep 24, 2019	Light Theto	Series B - Light Theto	\$14M
Sep 19, 2019	Built Robotics	Series B - Built Robotics	\$33M



# Innovation at BMW

Life at BMW



# AI to help customer experience

## BMW Glass



BMW uses Google Glass at its launch event of i8 which uses Augmented Reality enhance user experience. BMW's TSARAVision Smart Glasses, can help technicians put technical drawings right in front of a tech's eyes.

[Click here](#)

## Predictive Maintenance



AI can help you collect telemetry data from the users car and predict break down or schedule the next maintenance visit to the repair shop.

This data can also segment customers on their driving pattern to send them recommendations

[Click here](#)

## Mazda Emotional Drive on Ice



Mazda conducted an experiment along with University of Fribourg and 60 lucky participants, ventured into the cold, and used facial expression analysis and galvanic skin response to investigate driver engagement for gauging customer experience

[Click here](#)



“AI is everywhere. It's not that big, scary thing in the future. AI is here with us.”

*–Fei-Fei Li*

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