

# Dynamic market model to evaluate cross-impacts of future mobility trends

CLIENT: AUTOMOTIVE SUPPLIER

BACKGROUND: Product strategy determined by future electric vehicle shares. FEV was asked to evaluate cross-impacts of future mobility trends.

## DELIVERABLES

- Set-up of a dynamic market model
- Impact assessment of automated driving and shared mobility on future powertrain adoption
- Forecast of powertrain type penetration until 2035
  - Based on consumer buying decision making modelling
  - Forecasted for 4 key market regions: US; EU, CN, JP
  - Elaboration of region-specific differences
  - Clarification of interdependencies between automated driving, shared mobility and electrification
- Elaboration of transmission market implications until 2035 by identifying risks and opportunities

