

THE WORKSHOP OF THE FUTURE

FOUR SCENARIOS FOR 2040 | 



THE DIGITAL WORLD



THE DEMANDING WORLD



THE TURBULENT WORLD



THE RELUCTANT WORLD

WHAT CHANGES WILL YOU NOTICE IN YOUR WORKSHOP OVER THE NEXT FEW YEARS?

2040 might seem a long way off, but by and large we already have an idea as to how the world might look then. After all, there are five decisive trends set to affect your dealership and your workshop:

A CHANGING LEGISLATION

Legislation can serve to encourage or inhibit new developments. Consider in this regard freedom of use and data ownership, encouraging alternative power trains, infrastructural modifications, changes to MOTs, etc.



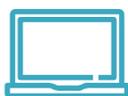
B ELECTRIC VEHICLE TECHNOLOGY

The proportion of Dutch vehicles running on electricity is on the rise, including cars running on hydrogen. This technology requires you to have specific knowledge, expertise and equipment in your workshop.



C OVER-THE-AIR MAINTENANCE

This technology works on the basis of sensors and actuators, with the sensor sending a signal and the actuator translating the signal into the requisite action. Often enabling remote (over-the-air) diagnostics and resolution. Vehicles will no longer need to be physically present in the workshop for software adjustments to be made. This work can even be performed whilst the vehicle is being driven. Another development that will fundamentally affect your dealership.



D AUTONOMOUS DRIVING (ADAS)

Depending on the pace of the developments, cars will be partly or fully capable of driving autonomously in the future, on defined routes or even in built-up areas. To this end, vehicles will increasingly be equipped with new technologies in terms of sensors and software. This will have consequences for your workshop.



E MOBILITY AS A SERVICE (MAAS)

Transport when you need it. Plan, book and pay for your journey from your mobility package using an app. Without even having your own means of transport. In the future we will see an increasing number of mobility platforms capitalizing on the trend moving from ownership to usage. Definitely something you'll notice in your dealership.



BOVAG, Innovam, OOMT and RAI Vereniging are convinced that these trends will determine the future of your dealership. In conjunction with car companies, importers, suppliers and the RDW, we've charted the effects these trends will have in our comprehensive scenario study 'The Workshop of the Future'.

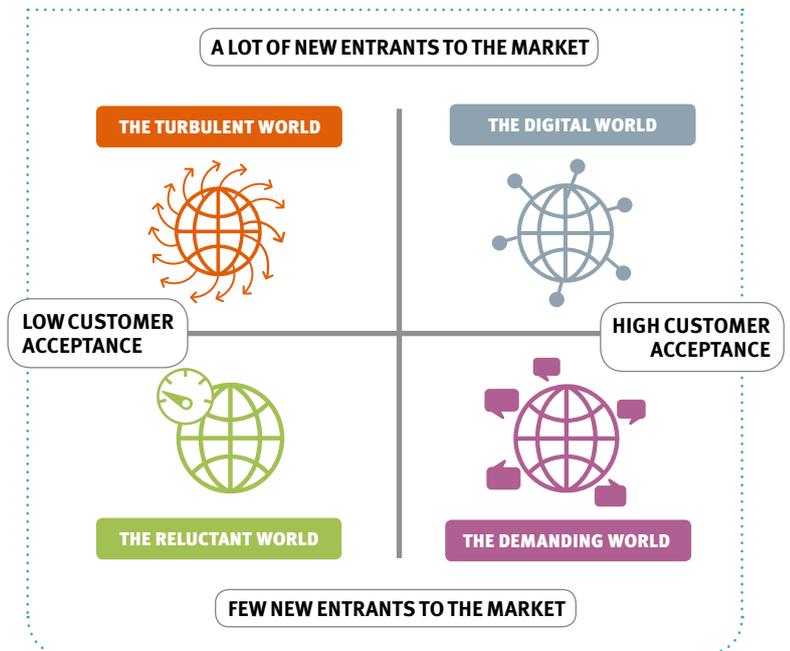


4 FUTURE SCENARIOS OR 'WORLDS'

How exactly your workshop will look in 2040 will for the most part depend on two significant, uncertain factors:

- 1 The extent to which private and business customers are open to new trends and developments.
- 2 The number of new parties entering the market with their products and/or services.

Combining these uncertainties with each other and with the five certain trends gives rise to four future scenarios or worlds ▶



In general it holds that the higher the level of customer acceptance and the higher the supply of new entrants to the market, the more radical the changes will be for your dealership.



HOW SHOULD YOU PREPARE YOURSELF FOR 2040?

- ▶ Is making drastic investments in EV technology necessary?
- ▶ What impact will the 'connected car' (which involves information on both the car and the driving to be shared over the Internet) have on your dealership?
- ▶ How should you set up your workshop?
- ▶ What demands will the changes make on your workshop staff?
- ▶ What types of maintenance would it be best to focus on?

All questions to which you might not have an instant answer, but that will nevertheless be essential for the survival of your dealership. The scenario study *Workshop of the Future* will help you shape your future. It features clear future scenarios and practical tips, ensuring you know today what you'll need to be doing tomorrow.

- ▶ Download the report today at:
www.werkplaatsvandetoekomst.nl

**2040
STARTS
TODAY!**

Explore the trends and scenarios and set your course. After all, getting your dealership and staff prepared takes time. So don't delay. Download the **scenario study Workshop of the Future**:

▶ www.werkplaatsvandetoekomst.nl