

## About SBD and new CASE series

SBD Automotive is a global consultancy firm specialising in automotive technologies. For over 20 years, our independent research, insight, and consultancy has helped vehicle manufacturers and their partners to create smarter, more secure, better connected, and increasingly autonomous cars. Our 360-degree expert and consumer testing of current and next-generation solutions will ensure our clients enable an industry-leading user experience for their customers. Technical, commercial, and strategic support across the automotive ecosystem in the form of bespoke research, strategic workshops, consulting engagements, partner selection support, and due diligence, amongst others

Since 2017, SBD Automotive has been represented in all major markets of the automotive industry through its branch office in Düsseldorf (alongside Great Britain (Headquarters), Japan, China, USA and India), giving our customers direct contact on site and, at the same time, access to a worldwide network of experts. In addition to DACH, the team at SBD Automotive Germany GmbH also manages Scandinavia and the Eastern European market, which includes car manufacturers, hardware as well as software suppliers, as well as ever new players in a new networked and automated mobility, such as car sharing providers, insurance companies and even public authorities.

As the Corona epidemic has made it impossible to attend specialist conferences, SBD offers a weekly technology series for automotive OEMs and suppliers, as well as other interested parties. There are 6 episodes planned with different focal points, covering "CASE (Connected, Autonomous, Shared Mobility, Electrification).

You can watch the episodes here - <https://www.gotostage.com/channel/sbd-case-studies>

### CASE Studies: Ep 1 - Automotive Tech in 2020

In episode 1 of CASE Studies, host Andrew Hart is joined by Lee Colman and Dr Alain Dunoyer to discuss the current state of CASE in the automotive industry. In the first episode of the series, the team focuses on 3 questions. - What is the current state of CASE? - How far has the industry come? - What is holding the industry back from achieving its goals?

Episode - <https://www.gotostage.com/channel/sbd-case-studies>

Summary - <https://www.sbdautomotive.com/en/case-studies-ep1>

### CASE Studies: Ep 2 - Connectivity

Andrew Hart is joined by Lee Colman and Jack Palmer to discuss Connectivity - including Google and OS decisions, data monetization difficulties for the automotive industry, and the connectivity choices OEMs will be making in 2025.

Episode - <https://www.gotostage.com/channel/sbd-case-studies>

Summary - <https://www.sbdautomotive.com/en/case-studies-ep2>

### CASE Studies - Ep 3 - Autonomy

In episode 3 of CASE Studies, host Andrew Hart is joined by Dr Alain Dunoyer, Head of the Autonomous Department at SBD Automotive, and Deepa Rangarajan, to discuss the autonomous

strategies of OEMs, Waymo's disruption of the autonomous space, consumer thoughts on autonomous cars, and which autonomous start-ups you should be keeping an eye on.

Episode - <https://www.gotostage.com/channel/sbd-case-studies>

Summary - <https://www.sbdautomotive.com/en/case-studies-ep3>

#### **CASE Studies: Ep 4 - Shared Mobility**

In episode 4 of CASE Studies, host Andrew Hart is joined by Mo Al-Bodour, Head of the Mobility Department at SBD Automotive, to discuss what a good mobility service user experience looks like.

Episode - <https://www.gotostage.com/channel/sbd-case-studies>

#### **CASE Studies: Ep 5 - Electric Vehicles**

In episode 5 of CASE Studies, host Andrew Hart is joined by Robert Fisher, Head of the EV Department at SBD Automotive to discuss the EV strategies of OEMs, consumer concerns, and the best (and worst) EV user experiences.

Episode - <https://www.gotostage.com/channel/sbd-case-studies>

#### **CASE Studies: Ep 6 - The CASE road to 2030**

In episode 6 of CASE Studies, host Andrew Hart is joined again by Lee Colman and Dr Alain Dunoyer, as well as Alex Oyler, Head of Car IT at SBD Automotive to discuss the road to 2030 for CASE technologies.

Episode - <https://www.gotostage.com/channel/sbd-case-studies>

For more information about SBD and our service please visit our webpage:

<https://www.sbdautomotive.com/>