

Technology transformation in E-mobility - ride on the trend to derive a second growth curve



To adapt your technology to E-mobility

Technology transformation as to fit the new ecosystem of E-mobility is necessary but challenging for some automotive companies where previous market winners may fail unexpectedly. Get insights from EAC's investigation on how traditional automotive companies could catch up with the E-mobility trend



Technology Transformation in E-mobility – the challenges and the opportunities

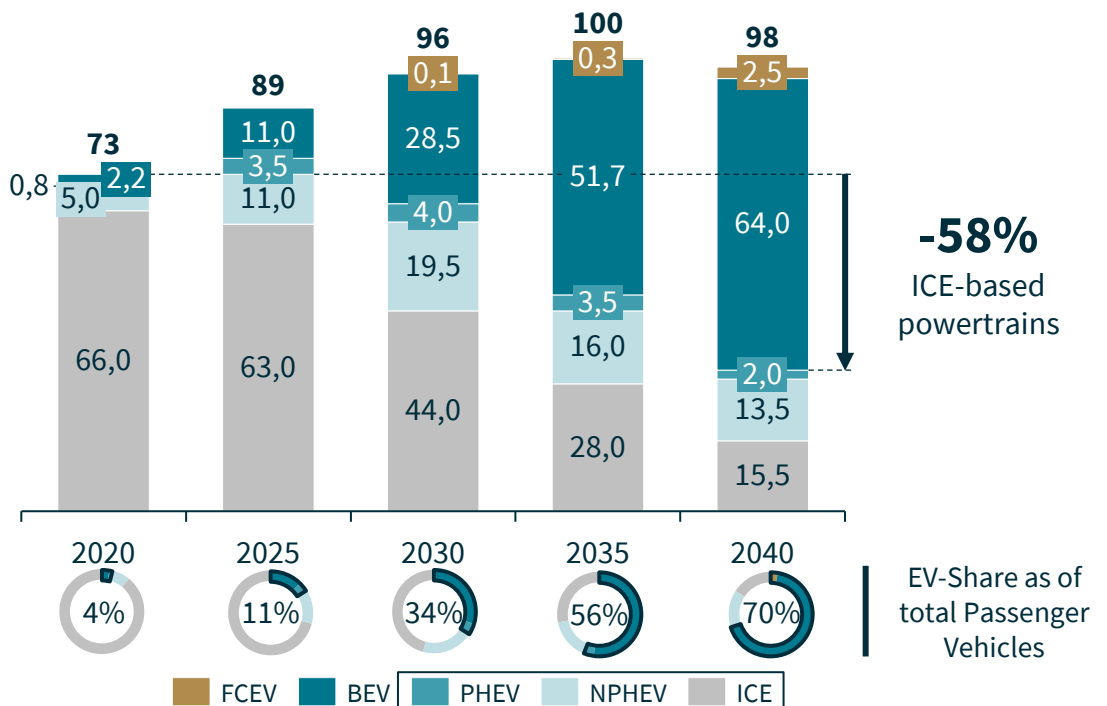
Though perceived as a **definite future**, e-mobility presents a **fundamental technological change** for the automotive industry and meanwhile **brings new opportunities** for those **well-prepared** industrial companies.

To ride on the E-mobility trend and derive a second growth curve, companies should positively confront the significant change, actively explore new fields, proactively plan the **technology transformation to evolutionize the business**.

Companies staying in the “comfort zone” with traditional technology may struggle to keep up with new innovations and loses market share to competitors and new entrants.

GLOBAL TREND OF E-MOBILITY

The shift to e-mobility is picking up speed quickly, and disruption to traditional automotive industry is taking place stronger and sooner than previously expected.



Global annual passenger light vehicle sales by drivetrain, in million units, 2020-2040E

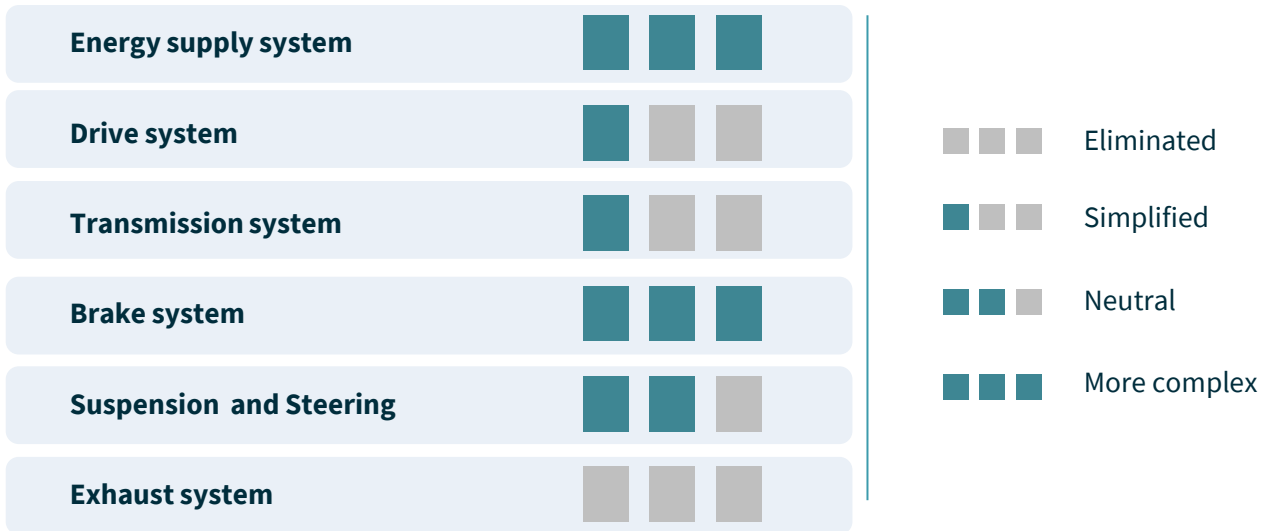


Technology Transformation in E-mobility – EAC supports you to seize new growth opportunities

❑ CHANGES OF SYSTEMS AND COMPONENTS

The structure of systems and components in traditional vehicles will be significantly changed in E-mobility.

Systems and components BEV compared to ICE



EAC helps you to facilitate and achieve the technology transformation



1

Technology Route Scouting

- Identification of different potential technology routes at an early stage
- “Observe, Analyze or Act” decision based on company situation and technology matchiness

2

Business Opportunity Evaluation

- Idea generation for new growth opportunities alongside the suitable technology routes
- Conclusive opportunity evaluation based on feasibility, return and risks

3

Product & Technology Portfolio Diversification

- Overall planning of new product & technology development
- External market transparency and internal company readiness assessment
- Development of comprehensive portfolio diversification strategy



Technology Transformation in E-mobility – Valuable experiences and successful cases from EAC

Over the past years, EAC has successfully conducted many technology transformation projects for industrial clients, benefiting those from automotive component suppliers to OEMs

EAC CASE STUDIES – OUR LATEST PROJECT EXAMPLES



E-MOBILITY TECHNOLOGY CHECK

- Exploration of possible applications of the subjected technology
- Analysis and identification of several suitable technical routes for further screening
- Study on customers requirements and competitive landscape in China

Automotive
component supplier



ENTRY E-MOBILITY VALUE CHAIN

- Identification of entry points into e-mobility value chain, matching company competence
- Analysis and verification of machinery potentials of different components along the value chain
- Develop product & technology portfolio based on long-term strategy for e-mobility

Automotive
machinery supplier



E-MOBILITY GROWTH STRATEGY

- Mapping and prioritization of business development ideas based on previous work
- Assessment of resources requirements and organizational readiness for each option
- Develop growth roadmap, measures and roll-out plan for targeted business segment

Automotive
OEM



Technology Transformation in E-mobility – benefit from our local network

Contact our experts directly to explore more growth potentials

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