



Fast Forward

North American automotive CXOs
set a bold innovation agenda

According to Wipro's recent survey of North American auto CXOs, industry leaders share 3 key priorities:

1

**EV
transition**

.....
"Battery technology in cars is
still a work-in-progress."

2

**Software-
defined
vehicles**

.....
"IoT, AI, OTA, cloud computing
and big data are some of the
ongoing technologies that will
continue to drive value
creation across SDVs."

3

**Digital
customer
experience**

.....
"We need to create a credible
array of services that
encourages customers to
contribute their data and
preferences."

To learn more about the priorities of today's auto industry leaders,
visit us at: wipro.com/automotive