



1981



2019



Will everything become Tech?

Max Cavazzini

Head of EMEA ISS Automotive&Manufacturing
Paris, 10 June 2025



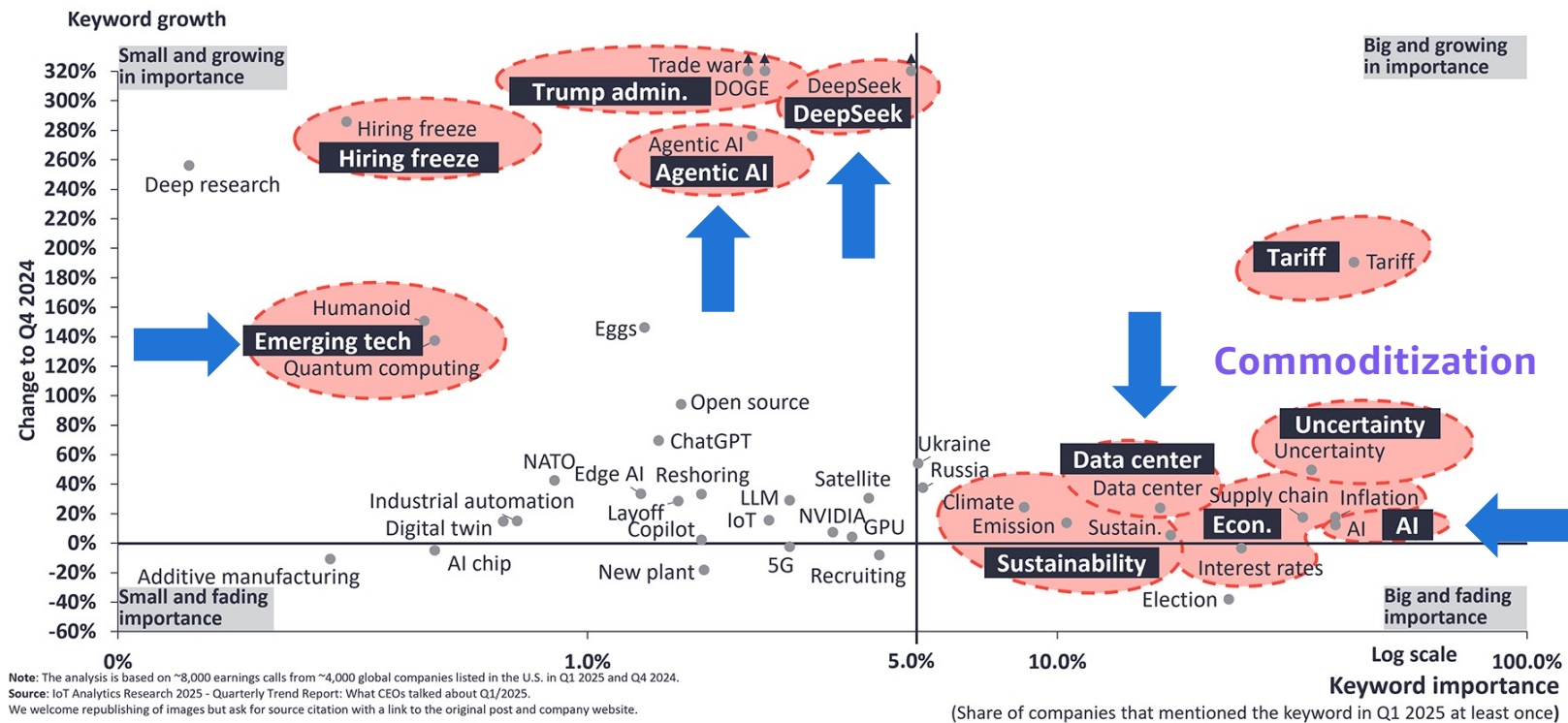
The world has changed...

Generative AI is **top-of-mind** with executives



This analysis is part of the **CEO Insights** series


What CEOs talked about in Q1 2025 (vs. Q4 2024)



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... and will keep changing



The Automotive Customer Journey is Being Disrupted



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Shifting profit pools

Profits are increasingly with data-driven subscription services as opposed to the selling of vehicles, driving the shift towards digital services

OEMs go-to-market approach

Following Tesla, OEMs increasingly move to direct-to-consumer sales models

New entrants and business models

Set incumbents under pressure

Changing customer expectations

Higher expectations regarding sales flexibility, service levels, and curated experiences

1. World Economic Forum, "A profitability roadmap for the fast-changing automotive sector" 2019
2. McKinsey ACES Survey, 2020



How to solve for that?

Invest on the three pillars for the future of mobility



Software-defined
vehicles: bring the
vehicles in the cloud



Connected Mobility:
bring the cloud into the
vehicles



Data, AI and GenAI:
build value in the cloud



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Unlock the power of data to innovate across the enterprise

The BMW Cloud Data Hub uses AWS to store and manage data from across the enterprise, and creates an ecosystem for internal stakeholders to leverage the data to build internal and customer facing applications.

BMW Group



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Ferrari Uses Generative AI for Customer Personalization and Production Efficiency

CHALLENGE

To continue to deliver the best possible experiences to customers and dealers, luxury Italian auto manufacturer Ferrari wanted to tap into the power of generative artificial intelligence (AI) by turning to Amazon Web Services (AWS).

SOLUTION

To bring the luxury experience to customers around the world, Ferrari developed the car configurator on AWS, giving its customers the ability to personalize their own Ferrari, from wheel selection to paint colors to interior options.

BENEFITS

- 20% faster car configurations
- 60% faster vehicle simulations
- Millions of hyper-personalized recommendations



Industry
Automotive

Headquarters
Italy

About Ferrari

Italian luxury sports car manufacturer Ferrari has built a legacy upon decades of sporting success that epitomizes craftsmanship and innovation. Ferrari continues to uphold its tradition of racing with its professional racing team, Scuderia Ferrari.



We can use generative AI to increase our productivity and make it simpler for our fans, dealers, and employees to have the best digital experiences with Ferrari.

Silvia Gabrielli
Chief Digital and Data Officer, Ferrari



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Read the full case study

Digital twins open new horizons in battery management and circular economy

CHALLENGE

Porsche needed to improve predictions around the performance of their electric vehicles. A particular focus was on state-of-charge estimation dependent on vehicle-specific driving patterns.

SOLUTION

MHP Management provided an AI-accelerated digital twin platform in the AWS Cloud. This platform made it easy to modularize and extend the capabilities of digital twins by adding new use cases. The digital twins were used along with predictive physics and machine language-based models to make advanced predictions of battery performance.

BENEFITS

Porsche EV range estimation was improved to an accuracy of more than 95%, which has bolstered Porsche's engineering efforts.



PORSCHE

Together with AWS Partner:



Industry
Automotive

Headquarters
Stuttgart, Germany

Website: porsche.com

About MHP Management

With a focus on the automotive industry, MHP offers more than 300 renowned customers both comprehensive IT competence and in-depth process know-how.

www.mhp.com



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Avis Budget Group and Slalom Further Digitize the Car Rental Process with Machine Learning on AWS

avis budget group

Together with AWS Partner:

slalom

CHALLENGE

- Avis Budget Group sought to become an API-driven company to reinvent the rental car experience, digitize its business, and develop new business models. The company needed help managing and using its data effectively while also scaling globally

SOLUTION

- After deciding to build on AWS, Avis Budget Group chose to work with Slalom to complete a successful PoC on AWS and move forward with a pilot project at Newark airport. Using machine learning (ML), the pilot focused on building a practical on-site solution that could address the over- and under-utilization of cars in real time using an optimization engine built in Amazon SageMaker

BENEFITS

- The company's speed of development has improved substantially since building on AWS and working with Slalom. Through the PoC, Avis Budget Group found that moving the needle even a small amount on some of its objectives, such as optimizing car mileage, translates into big benefits for the business and for its customers

Industry
Automotive

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New Jersey, United States

Website
avisbudgetgroup.com

About Avis Budget Group

Avis Budget Group is a global provider of transportation solutions. Its Avis and Budget brands have more than 11,000 rental locations in approximately 180 countries around the world. Its Zipcar brand, a leading car sharing network, has more than one million members in over 500 cities and towns.



We've had great experiences working across AWS teams since the beginning. By building on AWS, we're able to begin realizing our vision of building a full transportation platform at a pace that's 10x faster than what we had imagined.


Christopher Cerruto
VP of Global Architecture and Analytics



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Read the full case study



**We can only see
a short distance ahead,
but we can see plenty there
that needs to be done.**

- Alan Turing



Thank you!

Max Cavazzini

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