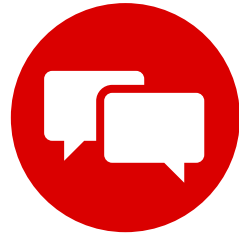


CLIENT CASE STUDY

BUSINESS CHALLENGE

Tier 1 automotive manufacturer required a global deep-dive research effort to understand the future of “New Mobility “ and where the best opportunities are for seating innovations.



Research Type & Methodology

- Two-step qualitative research process including secondary research and primary interviews
- 80 qualitative interviews with key decision makers across the OEM, ride hailing, car sharing, and automotive technology landscape.

The Outcome

- Determined the mobility market landscape is constantly evolving through partnerships between manufacturers, mobility companies, and technology companies
- Determined consumers are using many transportation modes and this will continue to increase
- Assisted our client in understanding what the future of mobility will look like