

Advancing Globalization: Adapting Innovation for Emerging Markets

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We Shape the Megatrends in the Automotive Industry Safety, Environment, Information, Affordable cars









Affordable Cars – Prosperity and Mobility in Emerging Markets



Advancing from this phase of mobility...



to a practical and safe level, while remaining affordable



Affordable Cars – Requires a Mindset Change





Maximum Technology – Maximum Content

Practical Technology – to Ensure Affordability

Shifting a Mindset

- Challenging employees to think differently about needs of emerging markets
- Engaging local talent to develop local market needs
- Maintaining synergy with rest of product portfolio
- Bringing a simplistic mindset to our development processes

We can't de-content and remain competitive!







BD & Marketing

Local business development & marketing for trends and requirements





BD & Marketing

R&D

Local business development & marketing for trends and requirements Local application centers to design products according to customer requirements







BD & Marketing

R&D

Sourcing

Local business development & marketing for trends and requirements Local application centers to design products according to customer requirements

Local sourcing for high technology at low cost









BD & Marketing

R&D

Sourcing

Manufacturing

Local business development & marketing for trends and requirements

Local application centers to design products according to customer requirements

Local sourcing for high technology at low cost

Local manufacturing to fulfill local and global demands

Innovative Local Efforts

- China Exclusive development group formed to address and develop affordable technologies for emerging markets
- India Cross-divisional engineering hub in Bangalore; serves as central hub for Continental's Affordable Car strategy





Affordable Technologies Available in Emerging Markets

China – AutoLinQ Embedded Entry

Provides cost-effective in-vehicle Internet connectivity through driver's cell phone using cloud-based services and without subscription fees

All Markets – Free Programmable Instrument Clusters

Full-size digital display surfaces provide the opportunity of flexible presentation of information. Styles can vary from classical to complex, depending on the market and customer need

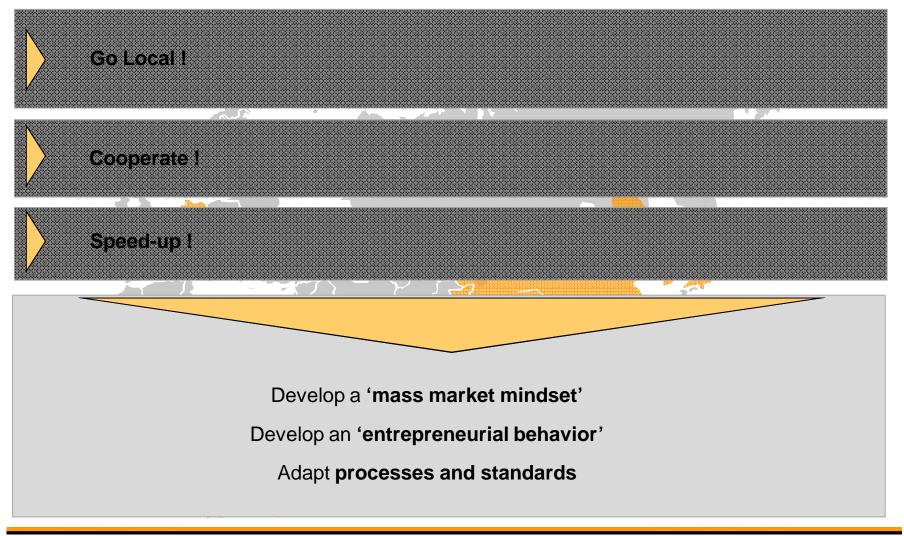
All Markets – Body Control Modules

Low-cost solution is scalable and can be adjusted to work within different vehicle segments





Emerging Markets - Key Success Factors







Thank you for your attention!

