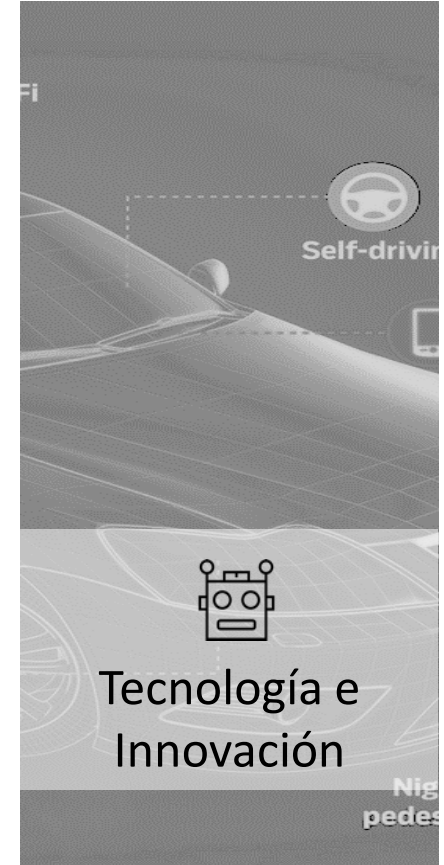


Panel: Los Vehículos del Futuro

Prof. Dr. Arturo Orozco, IPADE Business School
Profesor de Dirección de Operaciones
Director del IPADE Auto Summit

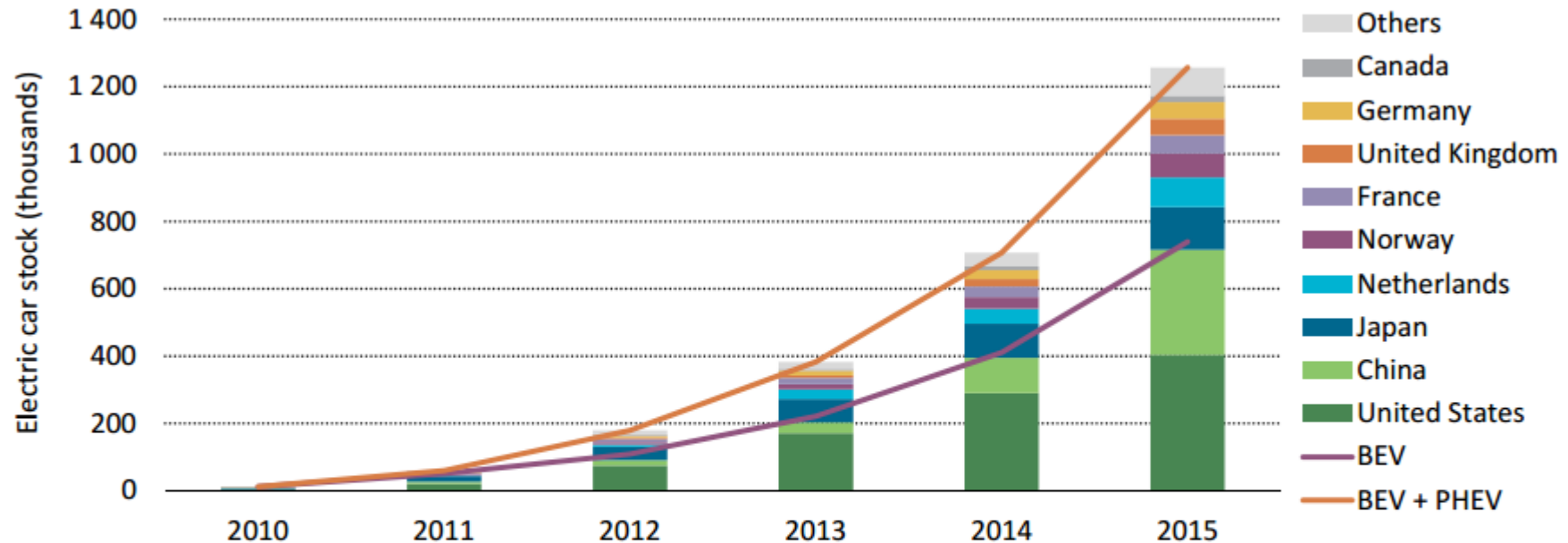


Cuatro Macrotendencias



Crecimiento del Parque Vehicular de VEs

Figure 1 • Evolution of the global electric car stock, 2010-15



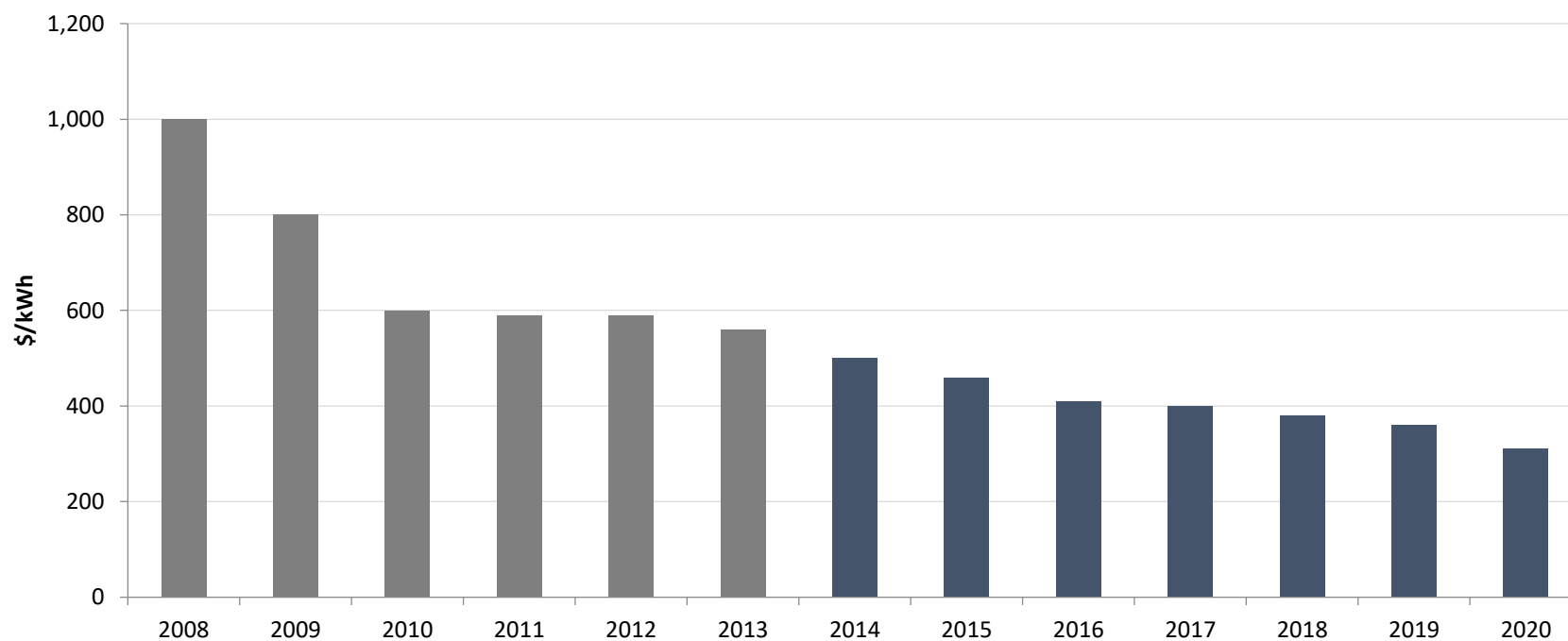
Note: the EV stock shown here is primarily estimated on the basis of cumulative sales since 2005.

Sources: IEA analysis based on EVI country submissions, complemented by EAFO (2016), IHS Polk (2014), MarkLines (2016), ACEA (2016a), EEA (2015) and IA-HEV (2015).

Key point • The electric car stock has been growing since 2010, with a BEV uptake slightly ahead of PHEV uptake. 80% of the electric cars on road worldwide are located in the United States, China, Japan, the Netherlands and Norway.

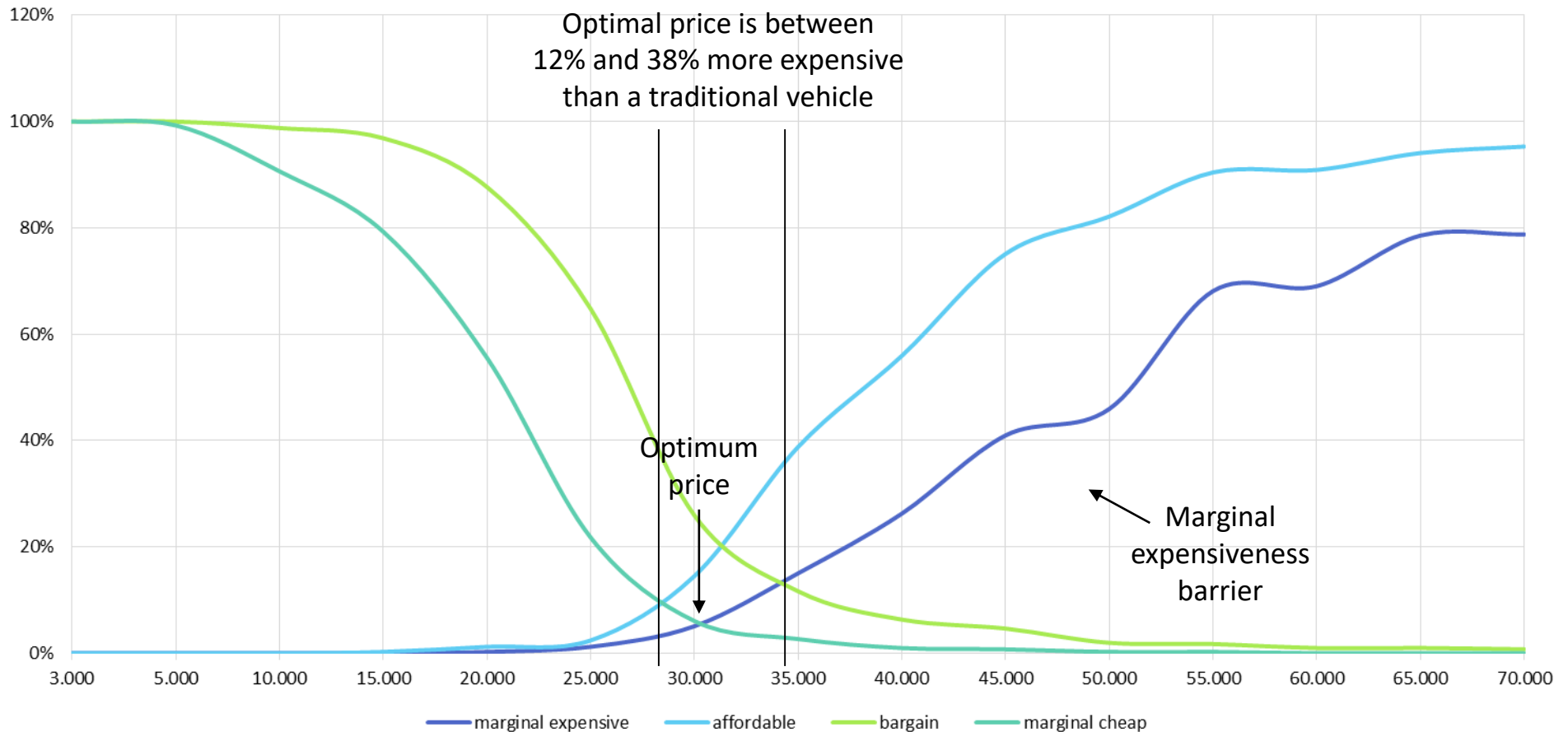
Source: OECD/IEA 2016. https://www.iea.org/publications/freepublications/publication/Global_EV_Outlook_2016.pdf. Accessed October 6, 2016,

Costo de la Batería de Litio



Source: PwC, EC

Sensibilidad al Precio de un VE

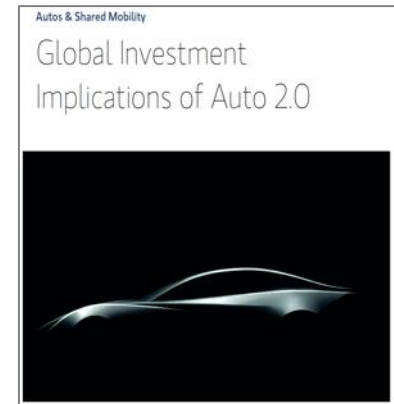


Morgan Stanley, Adam Jonas

- Future will be “**shared, fully electric, autonomous**”
- “Shared, autonomous vehicles will make EVs far more economic sense than ICE cars”
- “**Public-private partnerships** will drive the first fully autonomous transport solutions”
- “India has the right ingredients to become one of the largest markets for shared mobility in the world”
- “**Total miles traveled** will be a better yardstick than units sold”

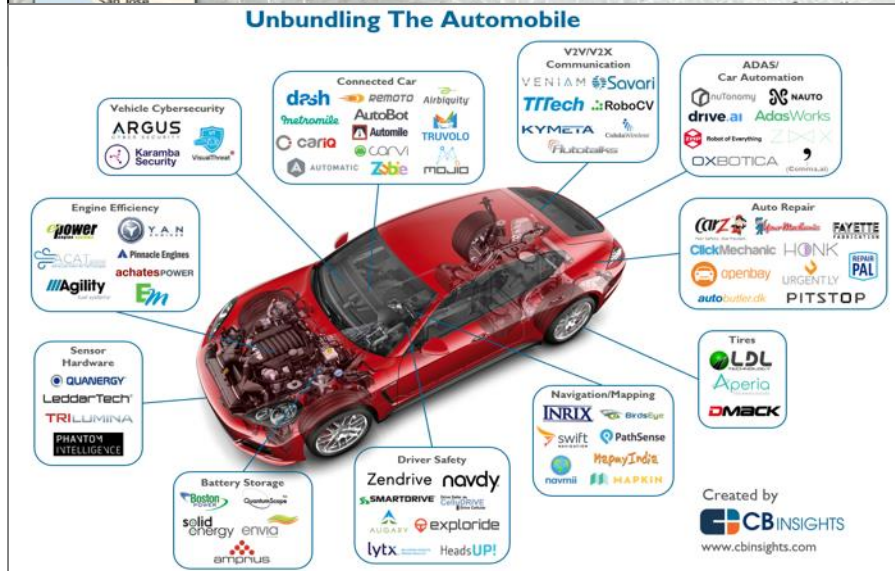
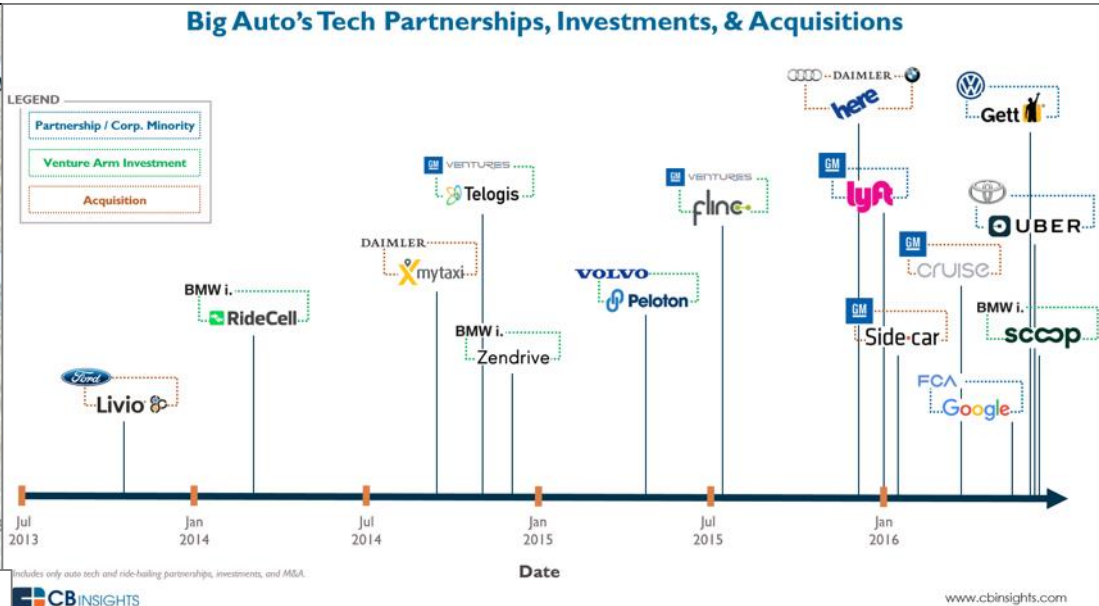


Adam Jonas



Source: Morgan Stanley, April 2016

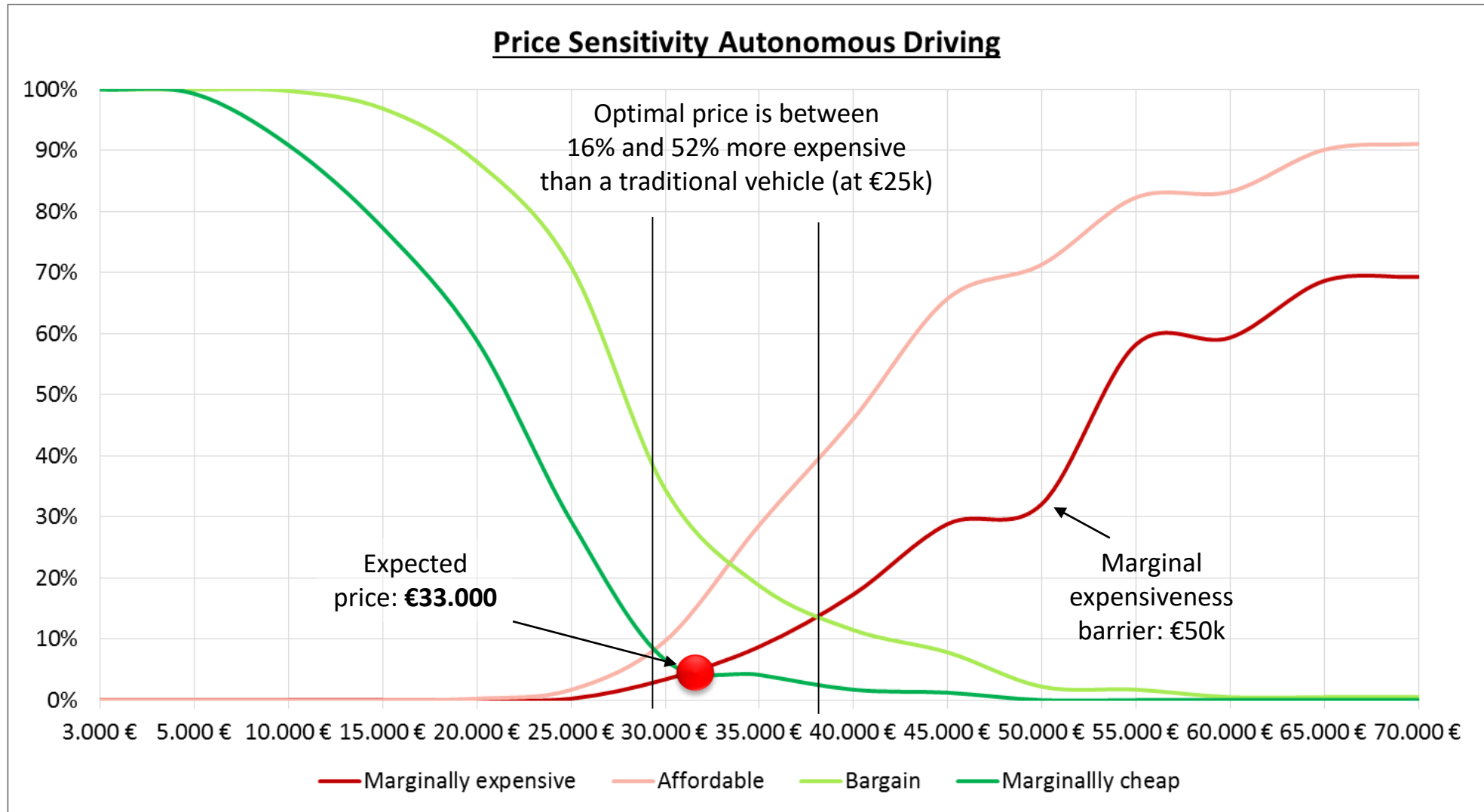
Fusión Auto Tech & IT



Source: WSJ, 2016; CBInsights, 2016



Precio de un Vehículo Autónomo



Conectividad

¿Qué tecnología tendría un mayor impacto en tu día a día si la perdieras?

1. Smartphone (54%)

2. Laptop o PC (20%)

3. Vehículo (19%)

4. Wearable (6%)

5. TV (5%)

6. Tablet (2%)

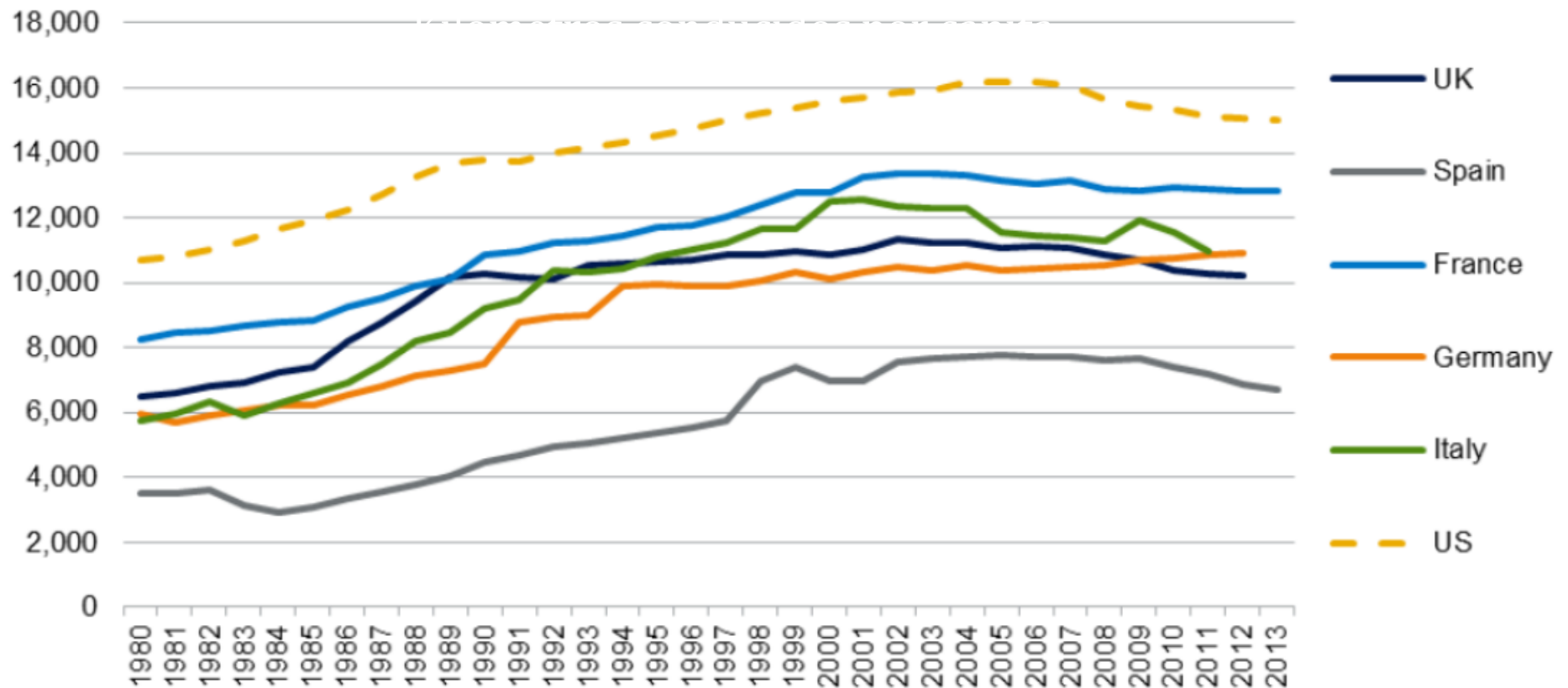


Source: IESE/ IPADE AUTO Survey, Sep – Oct 2016



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jaorozco@ipade.mx

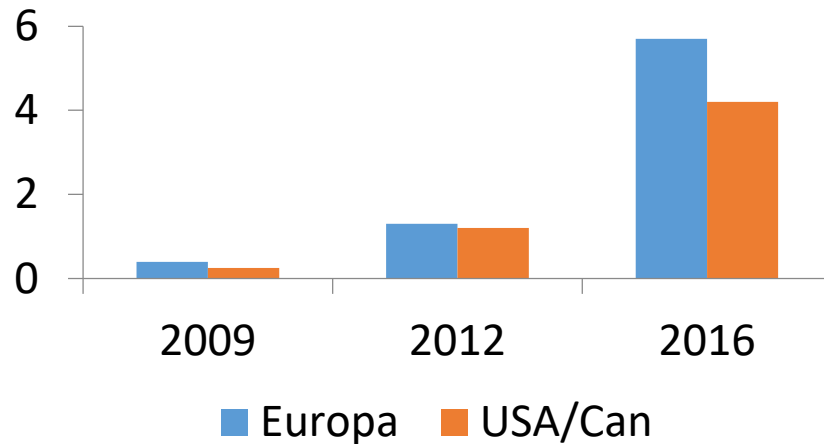
Kms per cápita conducidos



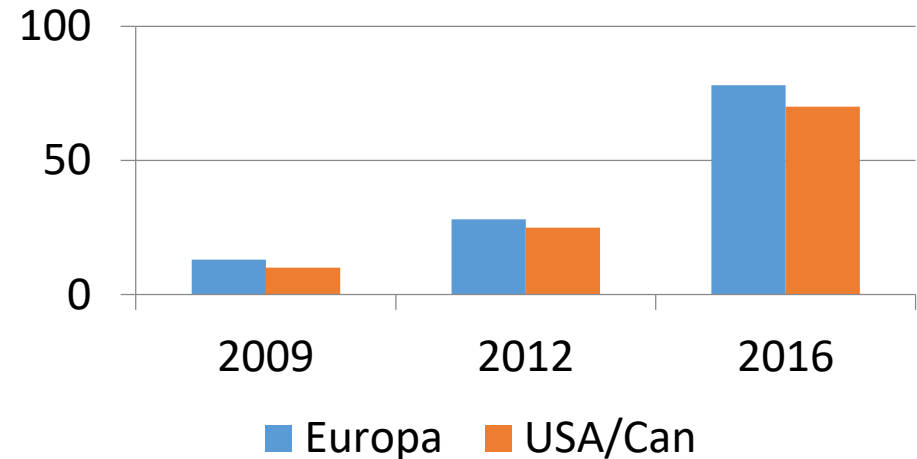
Fuente: Neckermann & "Millenials in motion", reporte OECD

El auge del car-sharing

**Usuarios de Car-Sharing
(millones)**



**Vehículos en Car-Sharing
(miles)**



Fuente: Neckermann, The Future of Mobility

Autonomía & Sharing: ¿Fusión?

