



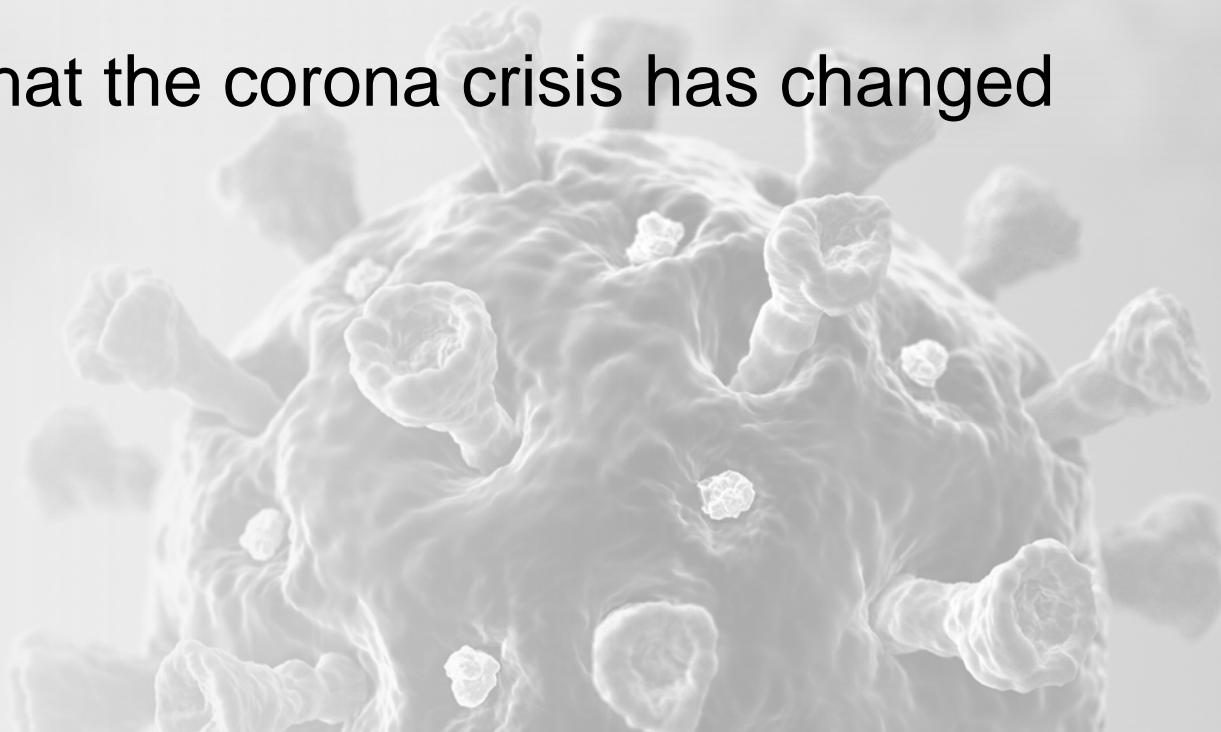
Mastering Challenges, Seizing Opportunities

Keynote Address Continental Commercial Vehicle Days

Gilles Mabire | September 7, 2020

2020 An unexpected challenge.

What the corona crisis has changed



2020: An Unexpected Challenge



The Main Challenges that lie ahead of the Industry



The Main Challenges that lie ahead of the Industry



Challenge Clean Transport:

Tough regulations, tough goals, tough timelines

Current situation:

- › New regulations on reduction of CO₂ emissions on heavy duty trucks (e.g. EU regulation)

Challenges:

- › For OEMs: comply with strict government emission requirements
- › Fleets operating with minimal operating margins. Additional costs.

Assumption:

There needs to be a trade-off between the legitimate intention to protect the environment and the industry's need for efficiency and its low margins. This applies all the more in times of Covid-19.

Web session:

How can tires help reduce CO₂ emissions of CVs?, September 10



Challenge Safety and Security:

Even more important than before. A challenge and a chance!

Current situation:

Perception of trucks has worsened in the last years. With the rising traffic density on roads, safety and security become ever more important. Regulations in the EU (General Safety Regulation) and elsewhere.

Challenge:

Time pressure – 2022 is the first deadline GSR. Remain affordable.

Assumption:

Regulations can help pave the way for later automation of driving functions. This could also help to add on more intelligent functions “on top”. More safety will help to change image of trucks!

Web Session:

Evolution of environmental perception based functions, September 8



Challenge Connected Services

New business drivers

Situation:

Connectivity based services are a key enabler for TCO reduction and a major growth field (€145 bn value creation by 2030). Technological changes will further drive demand.

Challenges:

- › “Democratize” services for all fleets, avoid digital gap!
- › Many new requirements for data based services at a time (HAD, digital value chain, big data business insights)

Assumptions:

- › Regulation will be a new driver for connected services
- › Digitalized logistics value chain will drive integration of fleet management systems

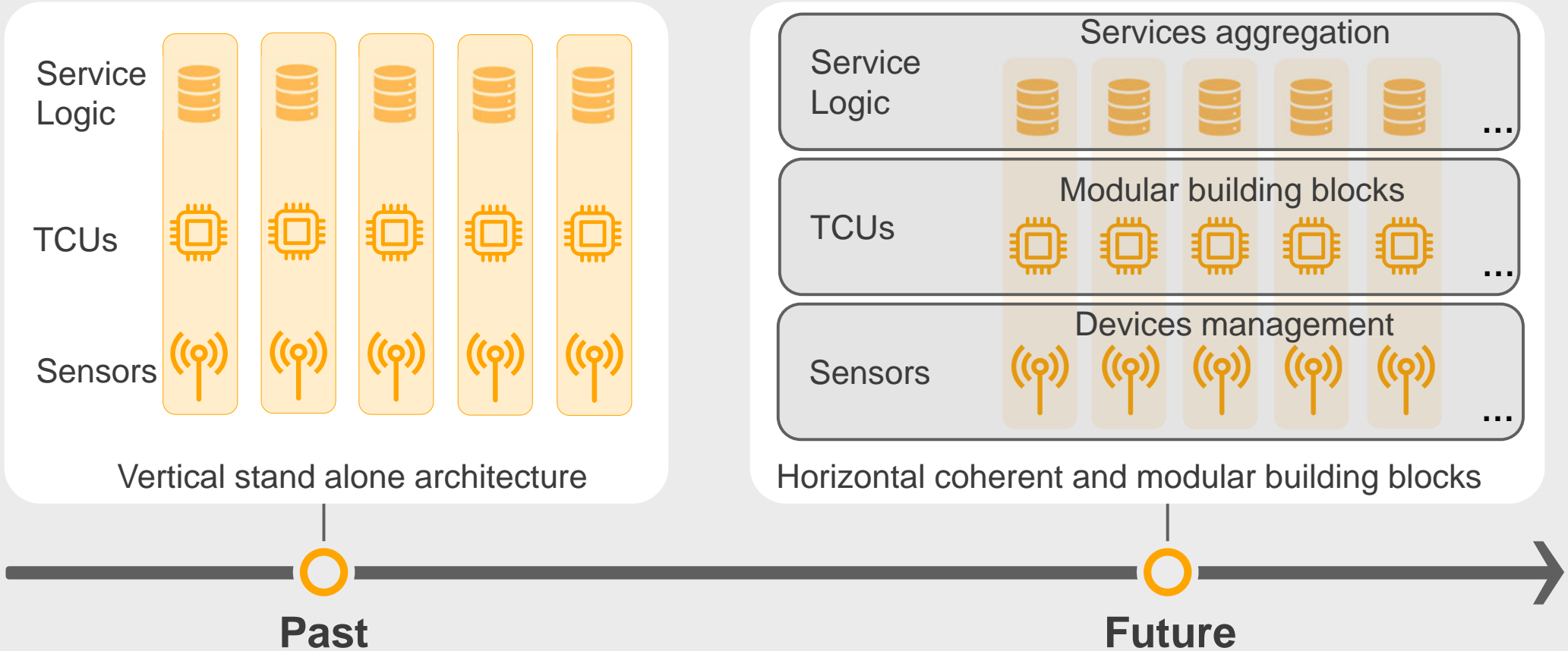
Web Sessions:

Key as a Service (Sept. 9), intelligent tachograph (Sept. 10)



Enabler: A Shift in Service Architecture

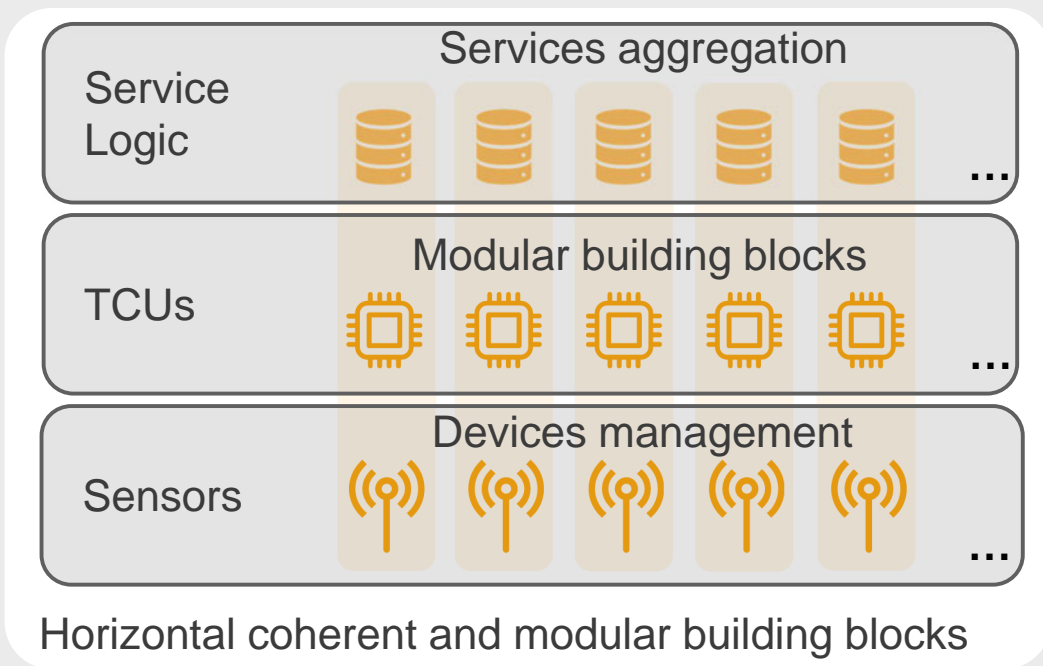
From stand alone architecture to modular building blocks



TCUs: Telematic Control Units

A Shift in Service Architecture

Continental's value proposition



- **Established Service Logic:**
Existing Back-End infrastructure and running services
- **Strong Market position for TCU:**
OBD-II Dongle in production
Excellent Position in 3G, 4G, 5G Telematic
Smart DTCO
- **Wide Portfolio of Sensors:**
BLE, TIS, UWB, Access On-Board Weighing,
NOx-sensor

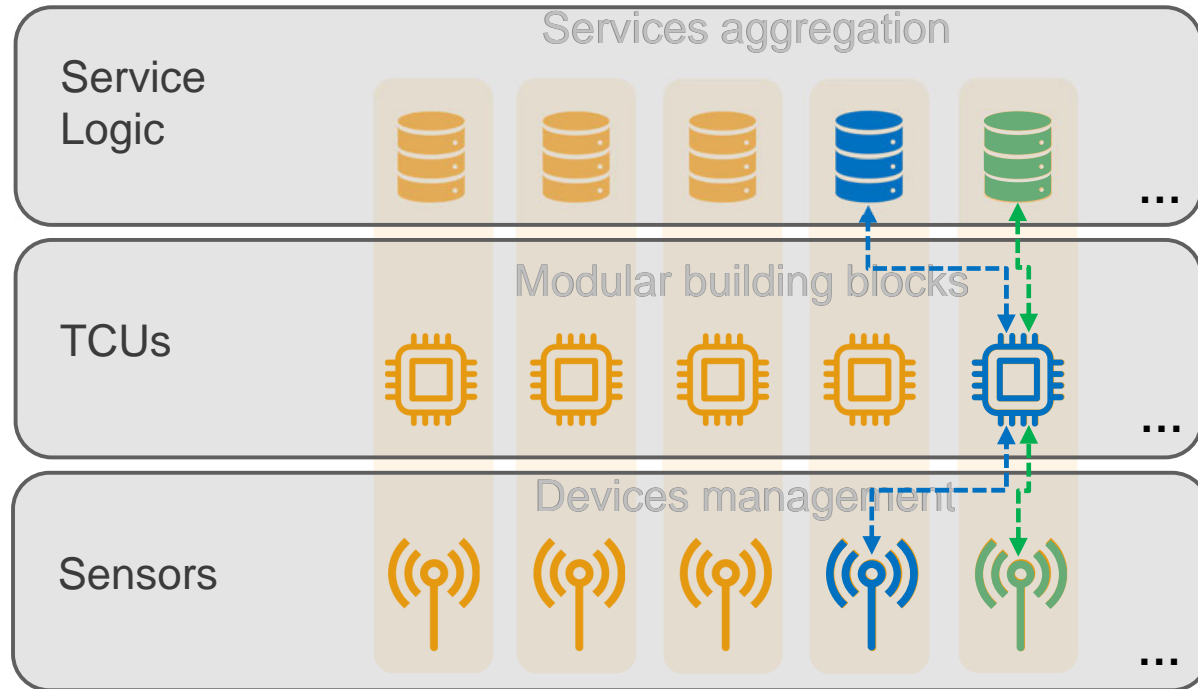
Integrated Solutions Out of One Hand

Centre of service excellence

Regulatory FMS EU



On-Board Weighing



Horizontal coherent and modular building blocks

Upcoming Market Demands increase Complexity

New architectures are needed

Increased Legislation

Increased Networking

Increased Intelligence

Increased Automation

More and more functions



Connectivity
technologies

High performance
computer



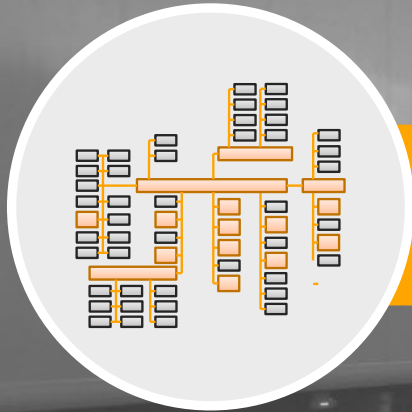
**New
Architectures**

Agile development

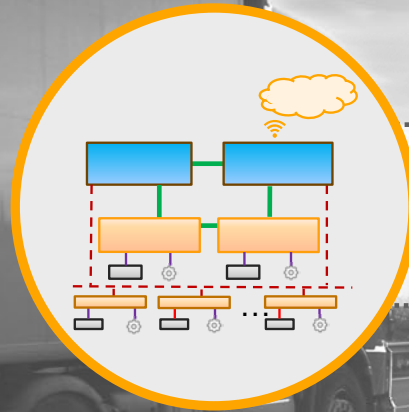


Evolution of Vehicle Architecture

From distributed to standardized server architecture



Distributed
Architecture



Server-oriented
Architecture



Standardized
Server Architecture

Challenges require a Special Skill Set.

Our set-up for the future

Challenges

**Connected
Services**



**Safe
Transport**



**Clean
Transport**



HW & SW

Unparalleled portfolio
from tires to software
and systems expertise

Connectivity

Leader in 5G projects,
HW telematics
portfolio,
service portfolio

Vehicle architecture

Pioneers in HPC,
first ICAS project
pass car experience
(VW)

ADAS

Wide sensor portfolio,
environmental
perception expertise,
HAD

Enabler

A large, dense pile of 3D white question marks is scattered across the right side of a light gray background. The question marks are of various sizes and orientations, creating a sense of depth and volume. Some are standing upright, while others are lying flat or partially buried in the pile. The lighting is soft, casting gentle shadows that emphasize the three-dimensional nature of the objects.

Questions and Answers

