

Autonomous vehicles to reshape the global economy

Forrester, in collaboration with Christian Austin and Sal Schiano, has researched the downstream impact of widespread automation in transportation. The companies talked to automakers, insurers, shipping, and logistics firms, government representatives, security pros and more to understand how they are preparing for this transformation. The ripple effects go far beyond the auto industry.



Maximilian Wachter

Key takeaways from the new report, *Autonomous Vehicles Will Reshape the Global Economy*:

- **Car companies transform into technology companies to survive:** Car- and ride-sharing services have been shrinking the number of vehicles on the road in their respective regions of operations recently. As vehicle autonomy matures, shared transport will come when you call it, and the largest cities will need (or allow) far less privately owned passenger cars on its roads. As the branded “ultimate driving machine” told Forrester, tomorrow’s cars will be [autonomous](#), connected, electrified, and shared – and the car companies must transform from hardware manufacturers into high-tech mobility providers.
- **Shipping and logistics firms pioneer the commercial use of AVs:** As quickly as practicable and legally permitted, human-directed and fully automated platoons of autonomous trucks will replace human-driven freight – especially on long-haul routes. This will significantly increase the speed and volume of a foundational industry, drastically transforming efficiency and productivity for all who use it.

- **A new commuting experience becomes a new customer touchpoint:** In a world of autonomous transport, the physical act of driving becomes a distraction. Now, that hour long commute in bumper-to-bumper is a saviour; giving you time to clear the inbox or host a meeting on your way to the office. And so, as luxury car brands shift their messaging from high-performance engines to Ultra HD entertainment systems, advertisers and media companies will compete for a spot inside the new vehicle experience. Big brands will sponsor rides and destination companies like Disney will seize the opportunity and extend their guest experience to the commute en route to the park.

For more on the report, go to www.forrester.com.

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