

The Data Center on Wheels: **AN AUTOMOTIVE SURVEY**

Revealing data on vehicles that incorporates software, AI and machine learning, analytics, automotive ethernet, WiFi, 5G, V2X, storage, immersive, and UX/UI to enable infotainment, maintenance, safety, autonomous operation, and other innovative features.

519
Survey Participants

85%
US/Canada

51%
Auto OEM
49%
Parts Supplier

Knowledgeable respondents shared insights about trends in industry adoption of digital technologies that enable the *data center on wheels*.

INSIGHTS



In 10 years

27%

say **half** of new vehicles sold will be **Level IV** autonomous

15%

say **half** of new vehicles sold will be **Level V** autonomous



TOP DRIVERS OF INNOVATION

- 1 Technology leaps
- 2 Creative ideas from vehicle designers
- 3 Consumer demand for new features

IN-CAR ADVANCEMENTS



PAST FIVE YEARS

biggest impact on vehicle architecture and driver experience

CLOUD COMPUTING



NEXT FIVE YEARS



52%
Cloud Providers

New Partners Needed To Enable New Capabilities

54%
Digital Technology Suppliers



on future needs



87%

of auto engineers working with unfamiliar technologies



3 out of 4

agree that automotive companies are **not** taking data privacy and security seriously

OEMs AND SUPPLIERS OUT OF SYNC

OEMs believe they will work with consumer technology companies

WHILE

Suppliers believe OEMs will work with traditional tier 1 and 2 suppliers



OEMs 2X AS LIKELY

as suppliers to be concerned about company leadership



94%

agree the Data Center on Wheels **will demand greater collaboration** between OEMs, suppliers and sub-suppliers

Reported issues in building and delivering Data Center on Wheels



#1 industry issue: Consumer fear of autonomous driving



INDUSTRY CHALLENGES



Many supply chain issues; battery availability most prominent

98%
expect technology issues

Cybersecurity, Software Quality and Functional Safety top the list

94%

Majority agree data center on wheels technology creates exciting opportunities for vehicle architecture and driver experience

Read the full report for competitive insights into the new automotive and data paradigm.

[DOWNLOAD FULL REPORT](#)

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