

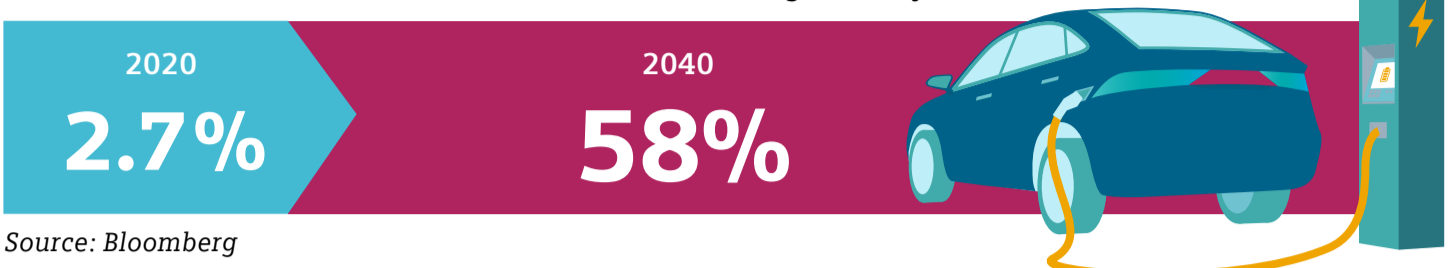
Siemens Digital Industries Software

Drive the change that changes driving with Software & Systems Engineering

Unprecedented change in the automotive industry...

Rise of Electrification

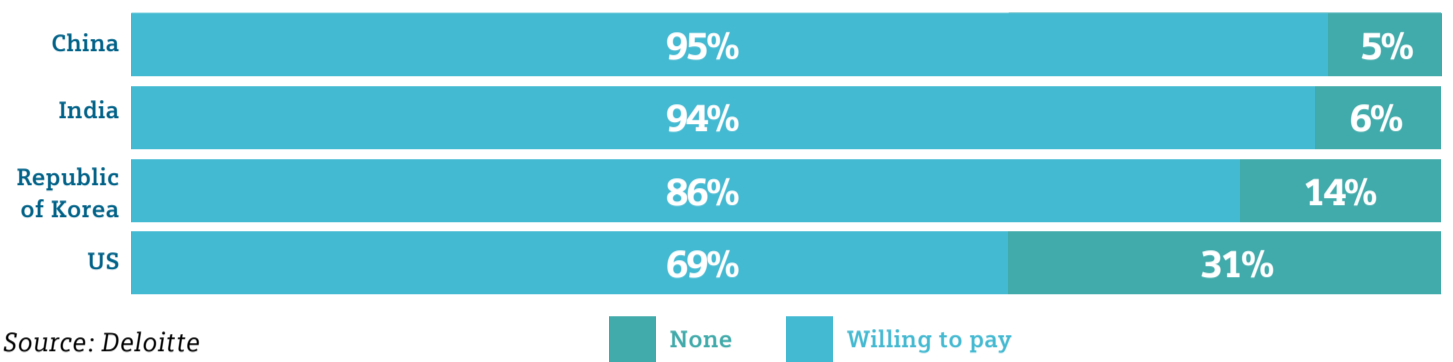
The electric vehicle's share of new car sales will increase significantly



Source: Bloomberg

Shift in Consumer Demands

Consumers want to be connected... and are willing to pay for it



Source: Deloitte

Sustainability

Governments are requiring cleaner, greener transportation

Number of governments with plans to phase out internal combustion vehicles

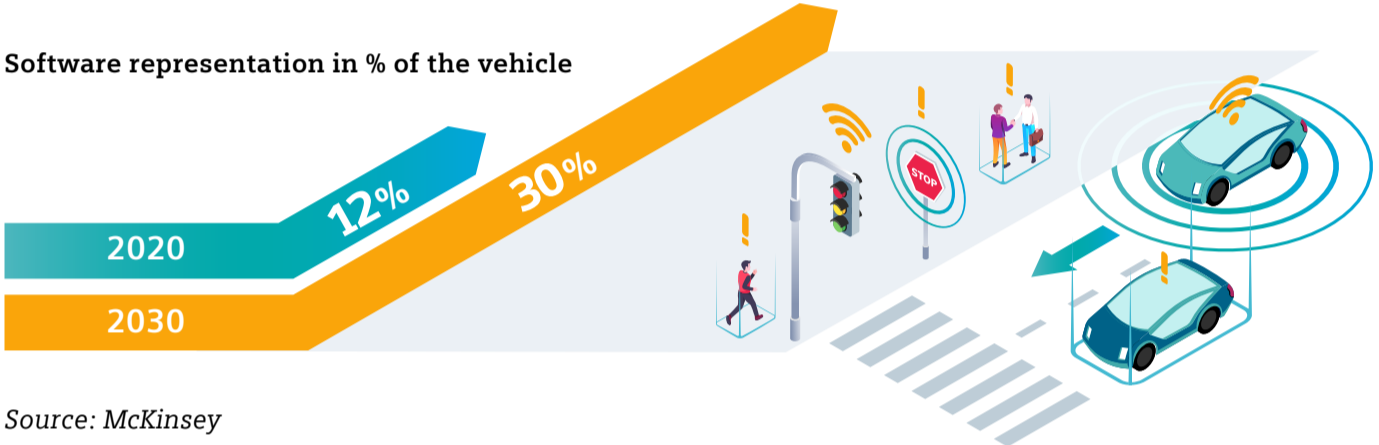


Source: Bloomberg

...Leads to exponential growth of complexity, forcing automakers to adapt

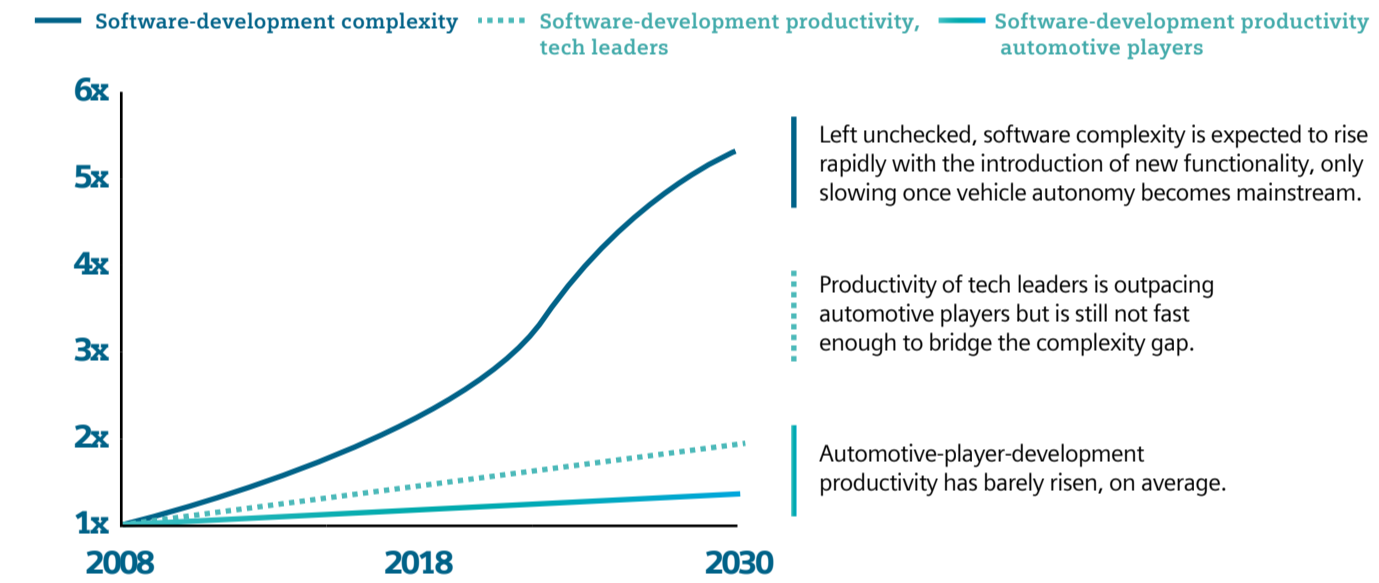
Increase of software

Software representation in % of the vehicle



Source: McKinsey

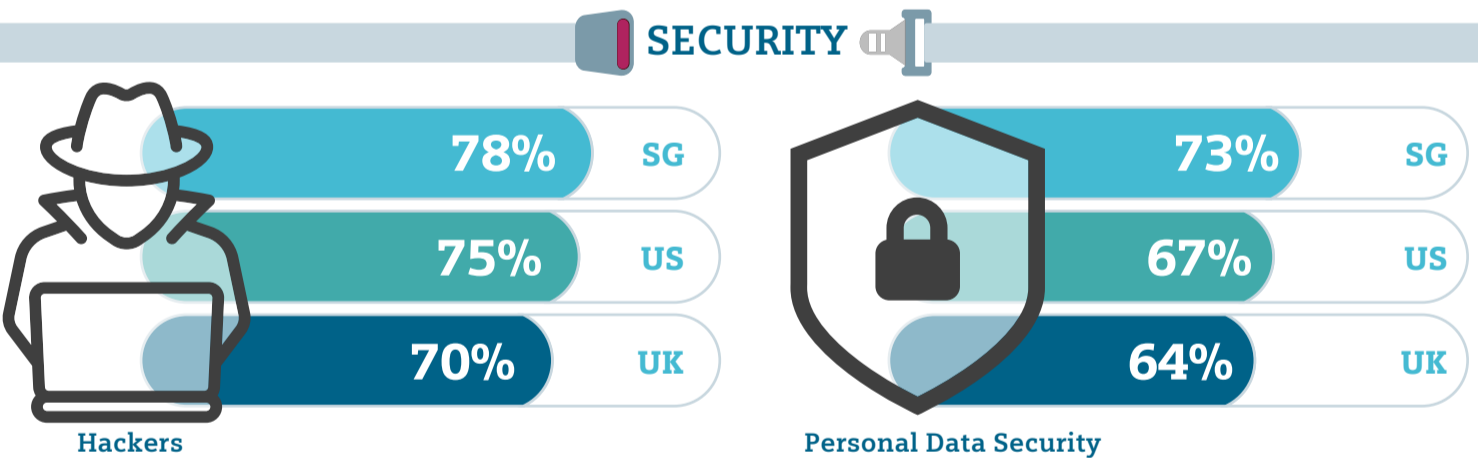
Growing, unsustainable gap between software complexity and productivity levels



Source: McKinsey

Software increases lead to safety, reliability and security risks

Percentage of consumers concerned about personal data theft and hacker attacks

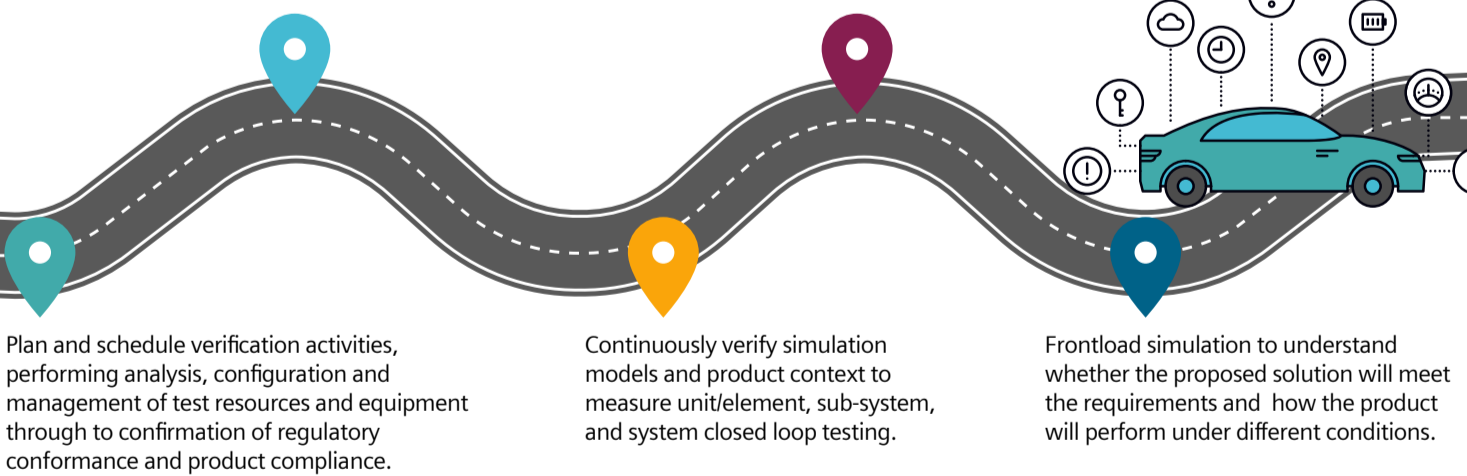


Source: AIG

Digitally transform your business from ideation through delivery

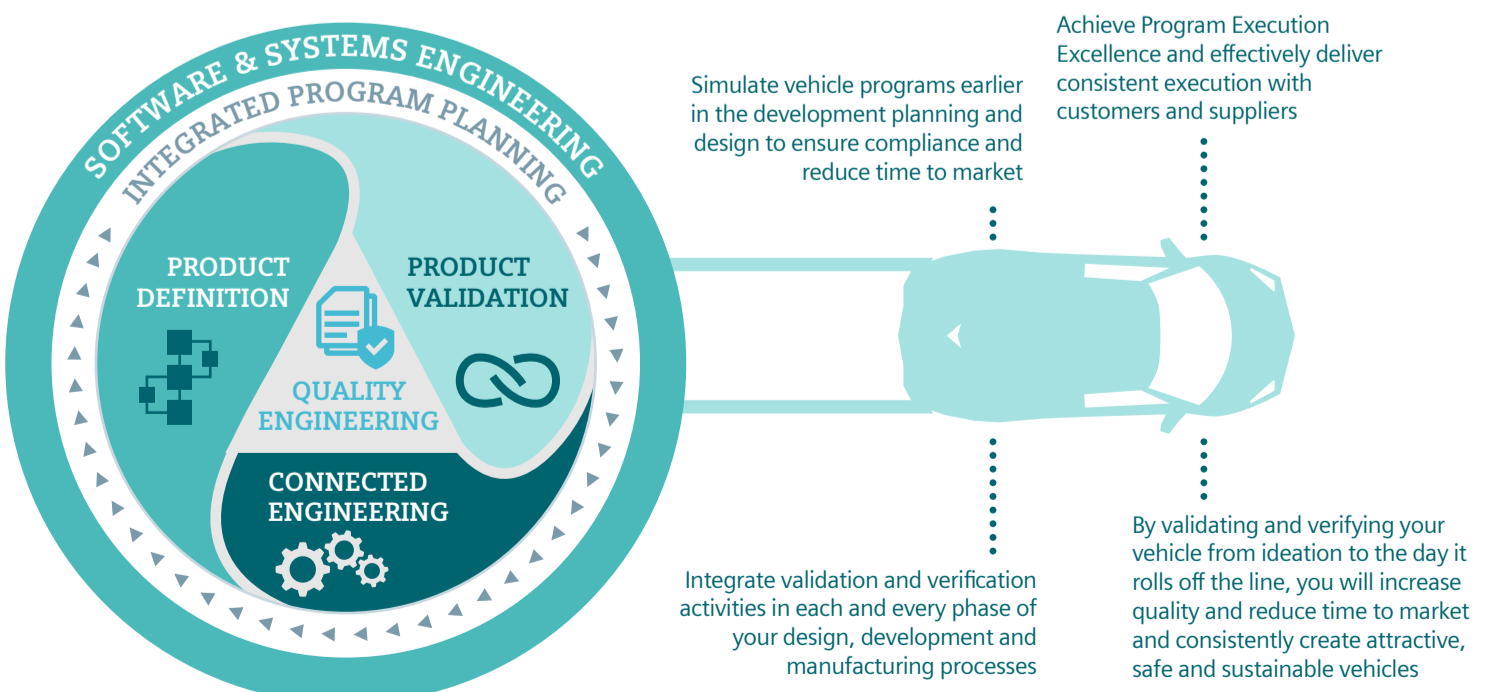
Test-drive your digital vehicle to virtually build the right vehicle (validation), and build it right (verification).

Optimize the virtual verification and validation of your vehicle combining functional and physical behavior to deliver consistent execution with customers and suppliers.



Software & Systems Engineering: Product Validation

An integrated Model Based Systems Engineering approach that helps you develop today's complex vehicles faster, with higher quality, and meet the demands of consumers and governmental regulations.



Drive the change that changes driving with Software & Systems Engineering from Siemens



For more information, visit:
www.siemens.com/SSE