



Creating the First EPM Index for the Automotive Industry

Download Report

From RPM to "EPM"

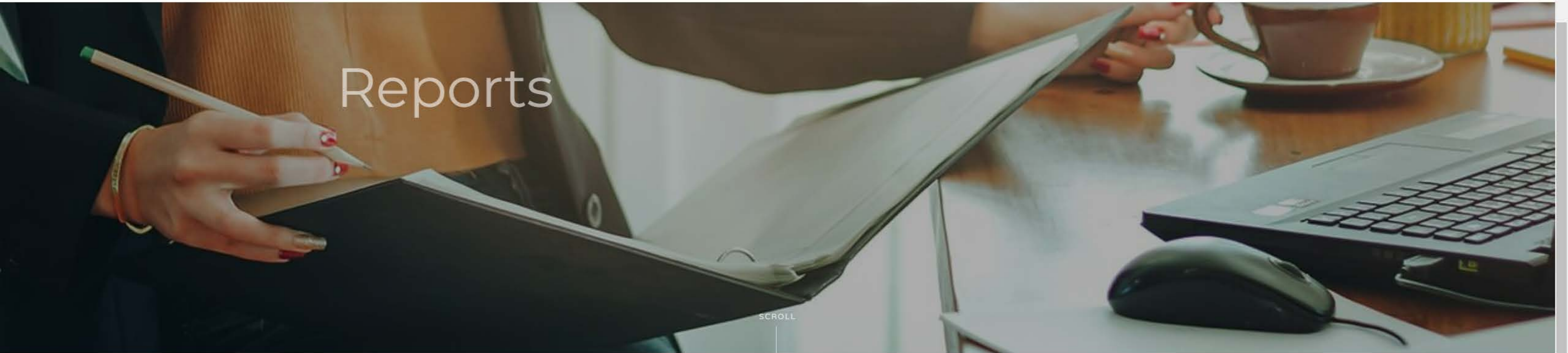
The Experiences Per Mile Advisory Council was formed to encourage collaboration among an exclusive group of automotive executives, analysts and industry insiders regarding the changing value chains in automotive being driven by the connected movement. The purpose of the Advisory Council is to uncover best practices and foster cross-industry innovation to define and improve the in-vehicle experience for consumers.



- WHO
- WHAT
- WHY
- HOW



The Experiences Per Mile Advisory Council participants are "C" level executives from OEMs, Tier-1 suppliers, third-party providers, and more. This council is an exclusive, "invitation only" group where creativity is encouraged, and an open dialogue will take place.



Reports

SCROLL

This Thought Leadership Report addresses the massive mobility transformation currently underway and diagnoses why consumers are not getting the most out of today's mobility model. The paper also explores how collaborative, consumer-centric innovation will promote better experiences, as well as the role of the **Experience Per Mile Advisory Council** in driving change, enabling this vision and developing a common approach to measuring success.

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SCROLL



EPM Advisory Council Virtual Meeting – April 27, 2020

APRIL 16, 2020



CES 2020 EPM Advisory Council Meeting

JANUARY 6, 2020

The EPM Advisory Council conducted a short survey in March 2020 to understand the true scale of the challenge that consumers like Jacob face in their day-to-day journeys. The survey was conducted in the USA, Europe, China and included 1,000 recent car buyers. The key findings were:

Despite an increasing reliance on technology, cars regularly rank at the bottom of all digital devices in terms of ease of use. In a recent survey, consumers were asked to rank how difficult it is to perform common digital tasks in a car when compared to other digital devices:

Question: On a scale of 0 to 10, with 0 being near impossible and 10 being extremely easy, how easy is it to do the following activities when using your device?

Note: Results show % of respondents who gave a score of 6-10

