



New era of automotive:  
**Delightful Software  
and Services**





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László  
Nagy



● 1886

The first  
automobile

● 1913

The first assembly line

...

● 1970'

Era of ECUs

● future

Software defined vehicle



Source: <https://group.mercedes-benz.com/company/tradition/company-history/1885-1886.html>

# The perception of automobile and transportation has changed



SOS

CHARGING STATION



# Challenges:

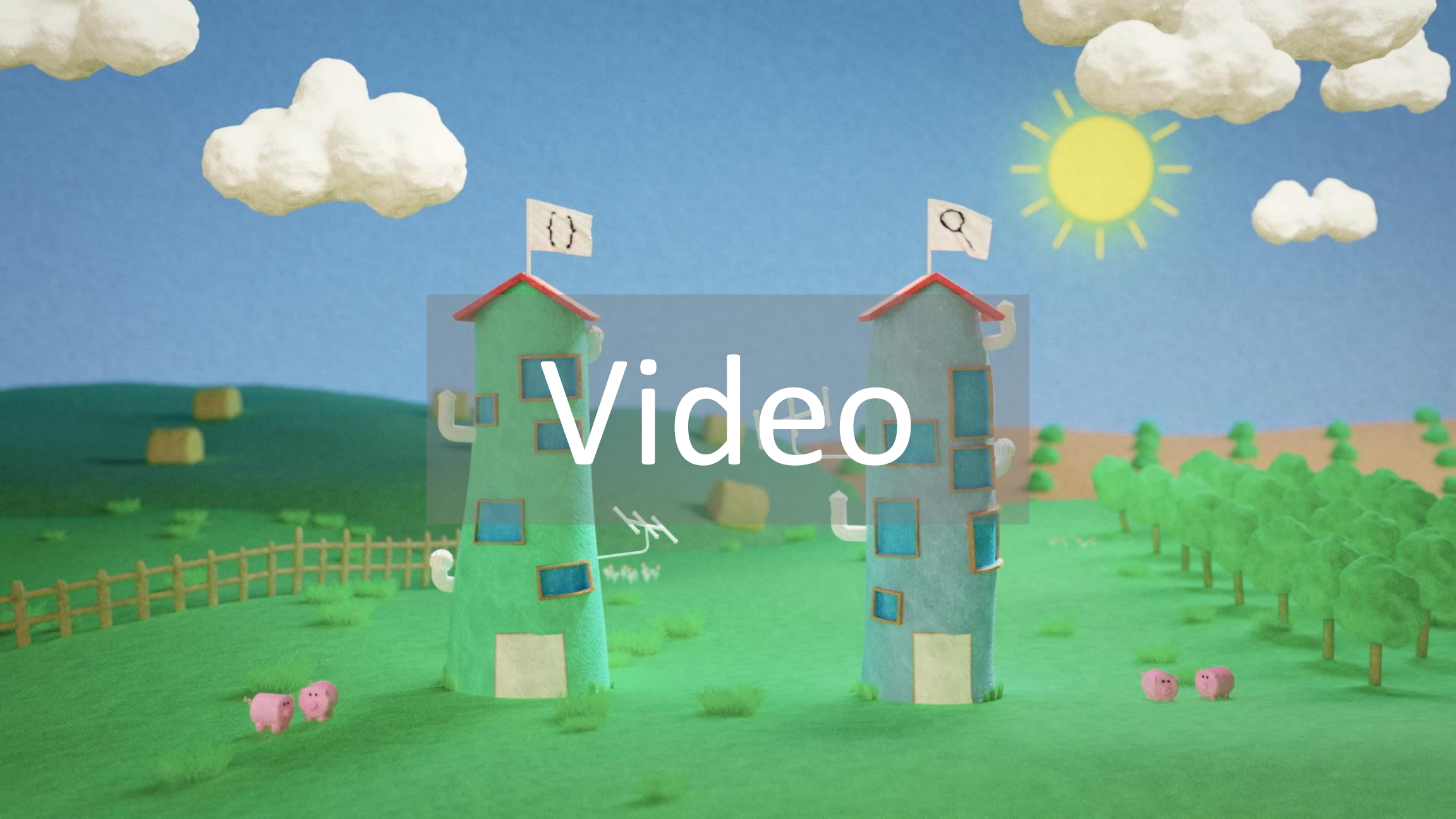
## Complexity

## Methodology

## Environment



# Video



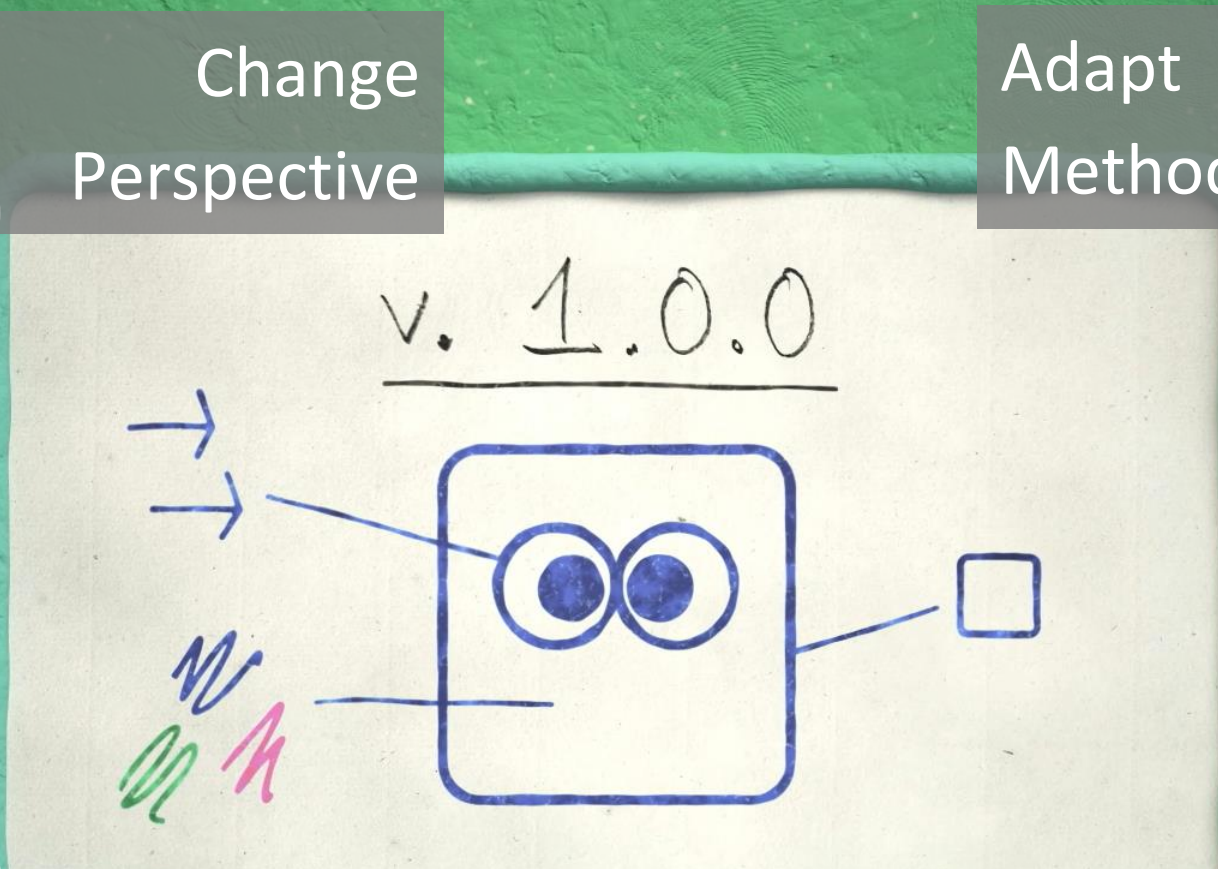


Change  
Perspective

Adapt  
Methods

Foster  
Cooperation

Transform  
Tooling







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