

## L'RC AUTO VERSO NUOVI VALORI COMPETITIVI

# Tecnologia dell'auto ed evoluzione normativa: il cliente al centro della trasformazione

*Marco Lovisetto, general manager di Doctor Glass*

# Chi siamo

A close-up photograph of a technician's hands using a blue heat gun to work on a car windshield. The technician is wearing a metal watch. The background is blurred, showing the car's body panels.

**Specialisti  
riparazione e  
sostituzione vetri  
auto**

**Capillarità in tutta  
Italia**

**90.000 clienti  
serviti ogni anno**

# Rivoluzione Tecnologica

C.A.S.E. – Car of the future

## The car industry faces enormous and expensive new technological challenges



### Connected

- Customers expect seamless communication as they toggle leisure and work activities or as they move from 'A' to 'B'
- They expect to integrate their personal devices into the car infotainment and other services
- Where the car makers not able or prepared to offer such an integration, there are powerful players out there who are willing to integrate the car into the customers favoured device



### Autonomous

- Many autonomous car features are already here in ADAS (advanced driver assistance systems)
- The full roll-out of this technology will change the way people and goods are transported but before that a few hurdles need to be passed, enabling infrastructure being on top of this list
- Besides fewer accidents autonomous driving will enable spending time in the car more productively and economically since they will not have to concentrate on the road
- Without a driver, an autonomous ecosystem could revolutionize mobility for many



### Shared

- Cost and (mobile) Internet will drive the matching of free car capacity with needy travellers and car sharing will take off in busy urban areas with good multimodal transit options
- New mobility approaches for people and goods emerge, matching new car ownership attitudes



### Electrified

- Urban emission regulations are expected to tighten globally to reduce pollution in mega-cities
- Hence the need for zero-emission cars increases and the share of cars run on battery or hydrogen is expected to grow in urban areas
- Beyond electric vehicles, many traditional components are getting electrified and sensed

**The car and the car industry are on the verge of momentous changes brought about by powerful societal and technological developments**

# Evoluzione normativa

## AUTONOMOUS CAR

### The transition to autonomous driving will be a gradual evolution

- Critical number of vehicle sensors reached to enable Auto Pilot Feature
- System integration demonstrated at viable cost beyond luxury segment
- Premium OEMs and Top 10 suppliers positioned for exponential growth



**Regulations evolution combined with best cost/benefit ratio for the suppliers and growing customer demand will drive the growth of the different product segments**

Source: Daimler, Autoliv, AlixPartners Research / Level 0-4 – NHTSA. Classification of automated vehicles (2013)

# *La sfida dell'evoluzione... aziende e consumatori*



# *La sfida dell'evoluzione... aziende e consumatori*



# La nostra sfida tecnologica: gli ADAS



A seguito di un intervento di sostituzione parabrezza, la ricalibratura dei sistemi di supporto alla guida è fondamentale per il loro funzionamento.



#### Adaptive Cruise Control (ACC)

Modula la velocità del veicolo in base alle condizioni del traffico, in particolare alla velocità delle vetture che precedono.



#### Emergency Braking System (EBS)

Frena automaticamente il veicolo cercando di evitare la collisione.



#### Lane Keeping Assist (LKA)

Corregge la traiettoria se il veicolo devia involontariamente dalla corsia e lo mantiene all'interno, a patto che il parabrezza sia pulito, libero da neve o ghiaccio e le corsie siano chiaramente visibili.



Doctor Glass è in grado di intervenire per il loro **ripristino** tramite una **strumentazione di ricalibratura certificata**

## ***Gli ADAS*** (Advanced driver assistance systems)

TESTDRIVEN

### WARNING

THE TESTS YOU ARE ABOUT TO WITNESS WERE PERFORMED  
BY PROFESSIONAL STUNTMEN AND DRIVERS ON A CLOSED COURSE  
IN A CONTROLLED ENVIRONMENT.

HYUNDAI INSISTS THAT YOU DO NOT, UNDER ANY CIRCUMSTANCES,  
ATTEMPT ANY OF THE FOLLOWING TESTS.

# *La ricalibratura degli ADAS in Doctor Glass*

 **DOCTORGLAS**

## Ricapitolando...

La **TECNOLOGIA**  
impatta sempre di  
più l'**AUTO**

Le **NORMATIVE** si  
aggiornano per essere  
**ADEGUATE** a questo  
fenomeno

Il **CONSUMATORE**  
cambia  
costantemente le  
proprie **ESIGENZE**

Le **ASSICURAZIONI** stanno evolvendo per far fronte a tutti questi  
**CAMBIAMENTI**

**DOCTOR GLASS** è il partner che offre un servizio tecnologico e di  
qualità



