



3<sup>rd</sup> EUROFORGE

conFAIR 2024  
the future of forging

Milan, Italy / 22-23 Oct 2024

## Back to the Future? The Transformation of Automotive Markets

**Author(s): Felix Kuhnert**

**Speaker: Felix Kuhnert**

Felix Kuhnert is a Partner at PwC in Munich, Germany, where he leads the German automotive practice. He holds a Master's Degree in Economics from Bonn University and participated in the graduate program at the University of California, Berkeley, with a focus on International Finance and Economics.

With over 25 years of consulting experience, Felix has provided services to automotive companies across the value chain. His expertise includes market analysis, strategy development, restructuring and reorganizations, transactions and mergers and acquisitions (M&A), as well as SMART mobility and sustainability.



*Felix Kuhnert*

In addition to his consulting work, Felix is a lecturer at the University of St. Gallen and serves on the advisory board of the Institute for Mobility. In 2022, he co-founded the "PwC Lab for Smart Mobility" in collaboration with the University of St. Gallen.

### Abstract

The automotive industry is undergoing a significant transformation, driven by the four pivotal pillars of CASE: Connected, Autonomous, Shared, and Electric mobility. This evolution is not a linear journey but rather a complex path filled with challenges and opportunities. Despite recent criticisms of electric vehicles, the trajectory remains positive, with electric vehicle sales in Europe and globally continuing to rise.

This keynote presentation will delve into the latest developments and potential implications within the automotive sector. Key topics will include new tariffs in the European Union, advancements in battery technology and raw materials, the growing importance of software development, and valuable insights from the rapidly evolving Chinese market. Attendees will gain a comprehensive understanding of how these factors are shaping the future of automotive markets and what it means for stakeholders across the value chain.