



Huge LeSS Huge at BMW Group — Autonomous Driving

A snapshot of the first 2.5 years into the adoption

[link](#)



Disclaimer

All presented opinions are personal opinions of Michael and Konstantin and do not express the views or opinions of their employers or clients.

Why?



Saving the Future for the Company

- Staying a Key Player in Automotive
- Owning the value stream of hardware, software, and services
- Owning the opportunity to improve hardware, software, and services

What?



Going flexible

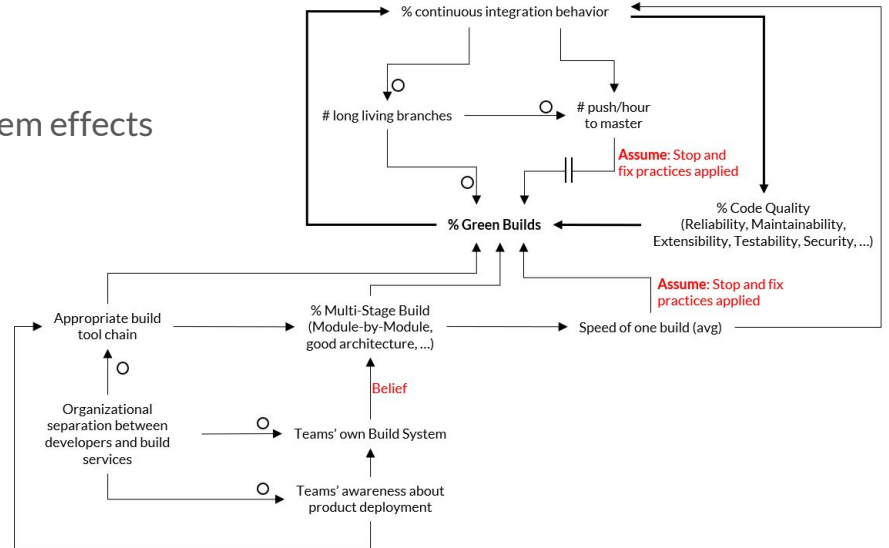
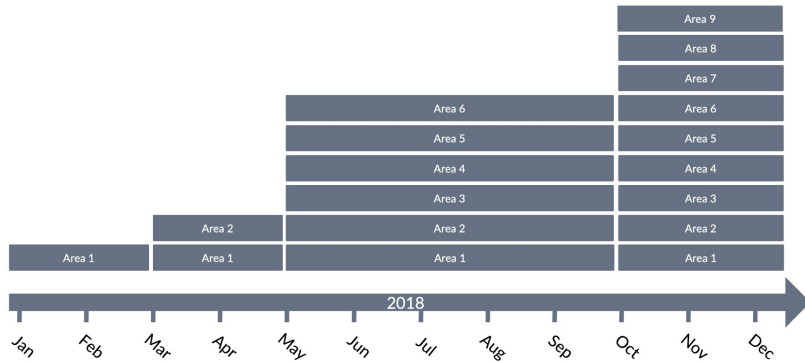
- Organization adapting to market needs and insights
- Solving the customers needs in code, services, hardware, and regulation
- Code which is as adaptive as the customers/market changing

How?

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Changing mindset

- A Changing Mindset
- Progressive adoption
- Watching for harmful mental models and system effects



Who?



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Questions?

