

VOLVO

REFLECTIONS 2024



ALL ON

CES 2024 Reflections, David Holecek, Security Class: Public  
23 Jan 2024

VOLVO

All about AI...?



VOLVO

AFEELA

Sony Honda AFEELA

Sony Honda Mobility



VOLVO

# Volkswagen with ChatGPT



VOLVO

# Mercedes-Benz CLA concept



VOLVO

# Mercedes-Benz MB.OS



VOLVO

# Honda '0' saloon

SALOON



Honda



VOLVO

# Honda '0' interior





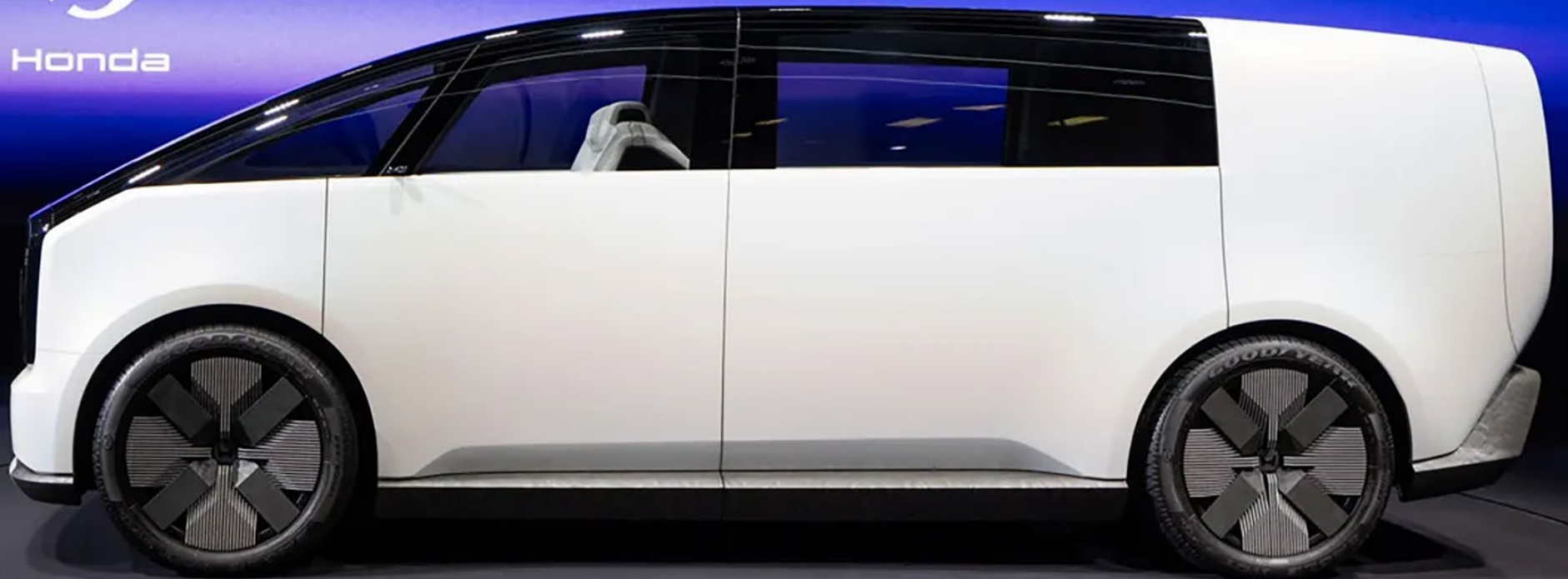
VOLVO

# Honda '0' Space Hub



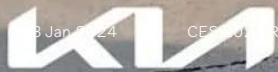
Honda

SPACE-HUB



VOLVO

# Kia range



# Hyundai autonomous construction equipment



Xite Transformation

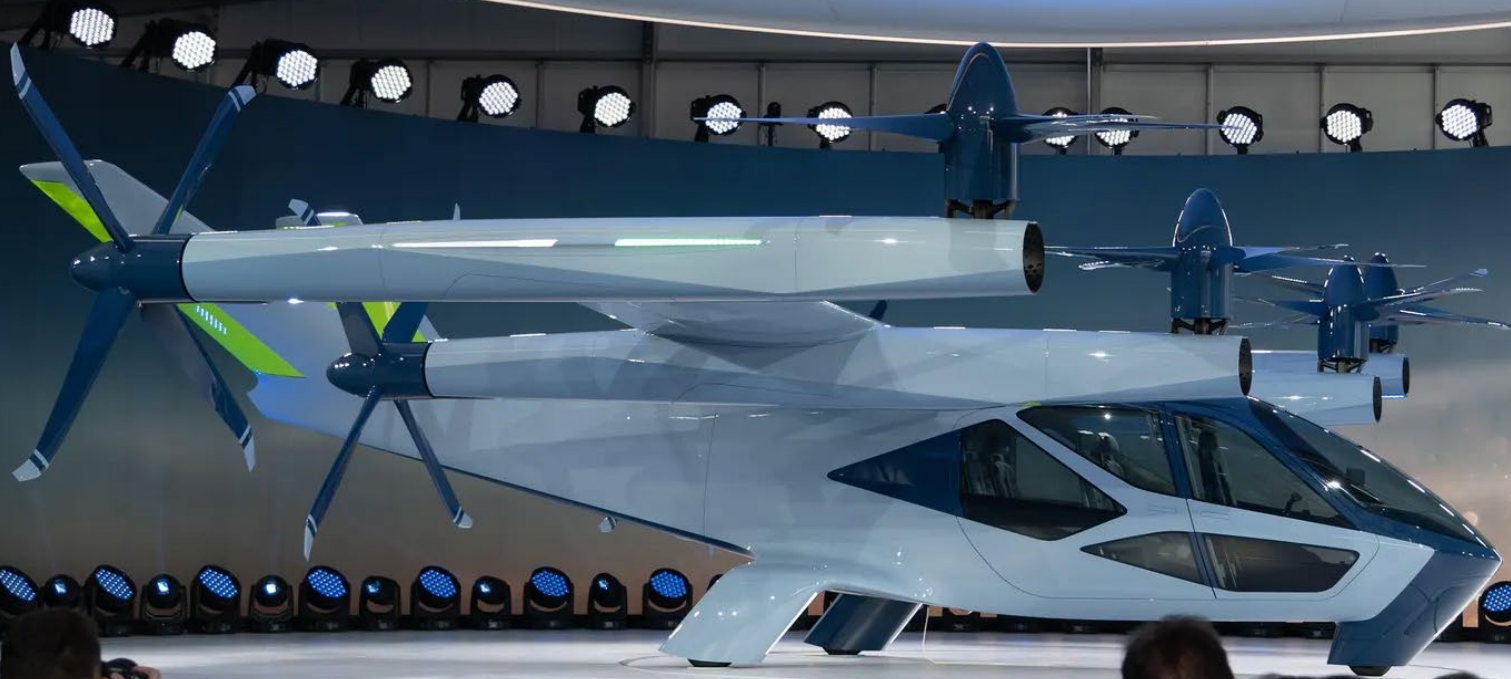
Xite Transformation

Powered by **BluePower™**  
and **Hyundai** **HYUNDAI**  
and **Hyundai** **HYUNDAI**

**YU** **YU**  
and **Hyundai** **HYUNDAI**  
and **Hyundai** **HYUNDAI**

VOLVO

# Supernal (Hyundai) S-A2



VOLVO

# Xpeng AeroHT eVTOL



# Summary of CES 2024 automotive reflections

There is no 'AD' in 'foreseeable future'...

...but there is 'AI' in almost every... marketing piece.

The 'ratt' is back. 😊

The tech is here, but where are the solutions?

...and where are the automotive OEMs?

'SDV' is the automotive buzzword of the year, but what exactly is it?

Sustainability is surprisingly present.

V O L V O

# 10minds AI Motion Pillow





Thank you!