



# Revolution on Wheels: Journey through Bharat Mobility Global Expo 2024

## Background

A major shift in global auto sector, driven by technology, particularly AI. This reflects industry's pursuit of efficiency, customer service, response to issues such as climate change, need for sustainable practices and pursuit of all-encompassing connectivity.

India hosted unique Bharat Mobility Global Expo 2024, February 1st to 3rd, 2024. This event offered a comprehensive display of India's current and prospective automotive industry. Endorsed by the Government and industry associations, it placed considerable emphasis on green mobility, whilst also featuring several distinguished Internal Combustion Engine vehicles.

## Expo Highlights

The expo highlighted the following:

- Role of startups, eco-energy, and sustainability in the auto industry, with plans to become an annual event.
- AI's transformative role in auto industry, particularly in manufacturing efficiency
- EVs, praising its practicality and cost-effectiveness, as a climate change solution.
- Various vehicles, including a CNG concepts, and flex-fuel compatible engines.
- Connected vehicles enhancing driving experiences and Mobility as a Service (MaaS).
- The potential and manufacturing advancements of autonomous vehicles.

## More Details on the Expo

The Expo commenced with enlightening dialogues & panel discussions on battery production, recycling, and instrumental role of startups in the digital transformation of the automotive industry. Spotlighting indispensable role of AI in automating operations, processing extensive data, and improving manufacturing procedures. Additionally, Electric Vehicles (EVs) were underscored as a pivotal solution to climate change, with discussions revolving around global policies and significant advancements in battery technology, accentuating their escalating practicality and cost-effectiveness.

Attention was also directed towards **Connected Vehicles**, which interact with various systems, were highlighted for enhancing driving experiences, real-time information, and advanced safety features. **Autonomous Vehicles** also drew interest, with discussions on their transformative potential, showcasing advanced components used, including sensors, cameras, and AI-assisted navigation. The innovative concept of **Mobility as a Service (MaaS)**, a significant discussion point, highlighting the consolidation of various forms of transportation services into a single platform.

The event served as a platform to exhibit a diverse array of vehicles, encompassing unique versions of existing models, a CNG concept of a compact SUV, an imminent production model, and an electric car marking its debut in India. Tata put forth Safari Red Dark, Nexon EV Dark & CNG, and the Curvv. Toyota introduced Hilux Rapid Intervention Pickup, while Skoda disclosed Enyaq, emphasizing its dual electric motors. Standout was the Mercedes-Benz EQG, a fully electric rendition of the iconic G-Class SUV.

Providing comprehensive preview of forthcoming two-wheelers. Including Hero Xoom 160, an adventure maxi-scooter slated for imminent release, and Yamaha Nmax 155. The Classic 350 by Royal Enfield, equipped with a flex-fuel compatible engine, a prominently display, as was the Yamaha R15M with distinctive Carbon edition trim. Additionally, the expected 2024 launch of the V-Strom 800 DE is likely to mark Suzuki's significant comeback in India's prominent Adventure bike segment.

## Ipsos India Auto Experts perspective

Bharat Mobility Expo 2024, a nexus for international and Indian stakeholders, has adeptly delineated future of automotive industry, emphasizing sustainability and economic feasibility. Underscoring future of mobility, inextricably linking it with sustainable initiatives, advanced connectivity, and application of AI and other frontier technologies. The strategic decision to establish the Bharat Mobility Global Expo as an annual event is anticipated to catalyse substantial growth and transformation within India's mobility landscape. The Expo's commitment to fostering a platform for perpetual dialogue and innovation underscores its capacity to instigate significant shifts in the global automotive milieu, with a pronounced impact on the national level.

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