



STREAMS  
PERSONALIZED  
EDUCATION  
TEST DRIVE  
EXPERIENCES

STREAMS  
PERSONALIZED  
TEST DRIVE  
EXPERIENCES

MANJARI UPADHYE as the  
**DRIVE DYNAMO**

**Mobility Matrix**

**#95**

**JULY**

**2025**

Google Marketing Live

Leadership  
Circle

Created with  Google Gemini

IN THE RAPIDLY EVOLVING WORLD OF AUTOMOTIVE TECH, EDUCATING CONSUMERS ON COMPLEX INNOVATIONS AND CONVERTING LEADS IS A CRITICAL DRIVE. YET, NAVIGATING SHIFTING MOBILITY HABITS AND BUILDING TRUST IN NEW TECHNOLOGIES ACROSS THE NON-LINEAR SEARCHING, SCROLLING, STREAMING, AND SHOPPING JOURNEY CAN FEEL LIKE A ROADBLOCK.



How do we simplify complex features, build trust in automotive tech, and personalize the discovery of next-gen mobility? How do we guide customers from curiosity to confident adoption?

BUT FROM THE CORE OF GOOGLE'S INSIGHTFUL INTELLIGENCE AND VAST MOBILITY DATA, A SOLUTION AROSE – THE GUIDING POWER OF GOOGLE AI!



YES! This is it! The power to educate on complex tech simply, to offer immersive campaigns, and to nurture leads for high-value conversions! From feature confusion to confident adoption!

THE DRIVE DYNAMO, EMPOWERED BY GOOGLE AND YOUTUBE, NOW HELPS THEIR BRAND REACH AND WIN CUSTOMERS ACROSS THE 4S WITH UNRIVALED CLARITY AND INNOVATION. THESE PLATFORMS ENABLE THEM TO GUIDE CONSUMERS FROM CURIOSITY TO CONFIDENT ADOPTION OF NEXT-GEN MOBILITY.

In Automotive Tech, adoption is the future! And with **Google and YouTube**, we are building our brand to be the **Omnipresent, Trusted Mobility Innovator**, reaching customers and maximizing ROI across every point of the 4S!

