



VIMAL SUMBLY as the DRIVE DYNAMO

Mobility Matrix

#94

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.



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



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.

