



VIVEK SRIVATSA as the DRIVE DYNAMO

Autotech Ascendant

#114

Google Marketing Live
Leadership
Circle

JULY
2025

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.

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!**

