



VIRAT KHULLAR as the AUTOTECH APEX

Drive AI

Google Marketing Live
Leadership
Circle

#19

**JULY
2025**

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.

COMPLEX
PRODUCT
NEW TECH

4S
SEARLLING,
STREAMING
SHOPPING

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!**

PERSONALIZED
EDUCATION
VIRUAL
EX

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 AUTOTECH APEX,
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!

