

# THE AUTOMOTIVE AI ROADMAP

Redesigning the Dealership Workflow for 2026 and Beyond

The gap between leading the market and losing it isn't technology. It's organizational design.

# IBM JUST DREW YOUR ROADMAP.

2,000 CEOs. \$5.8B median revenue. Unlimited resources. And they still missed the mark.



10%

Actually Driving Business Growth

53%

Still Piloting & Experimenting

30%

Basic Admin Efficiency

Two years of hype, and the Fortune 500 landed exactly where most dealerships are today: still figuring it out. They didn't fail. They just published the playbook for getting it right.

# THE ILLUSION OF THE SKILLS GAP

86%

of CEOs say employees have the skills to use AI.

THE  
61-POINT  
GAP

25%

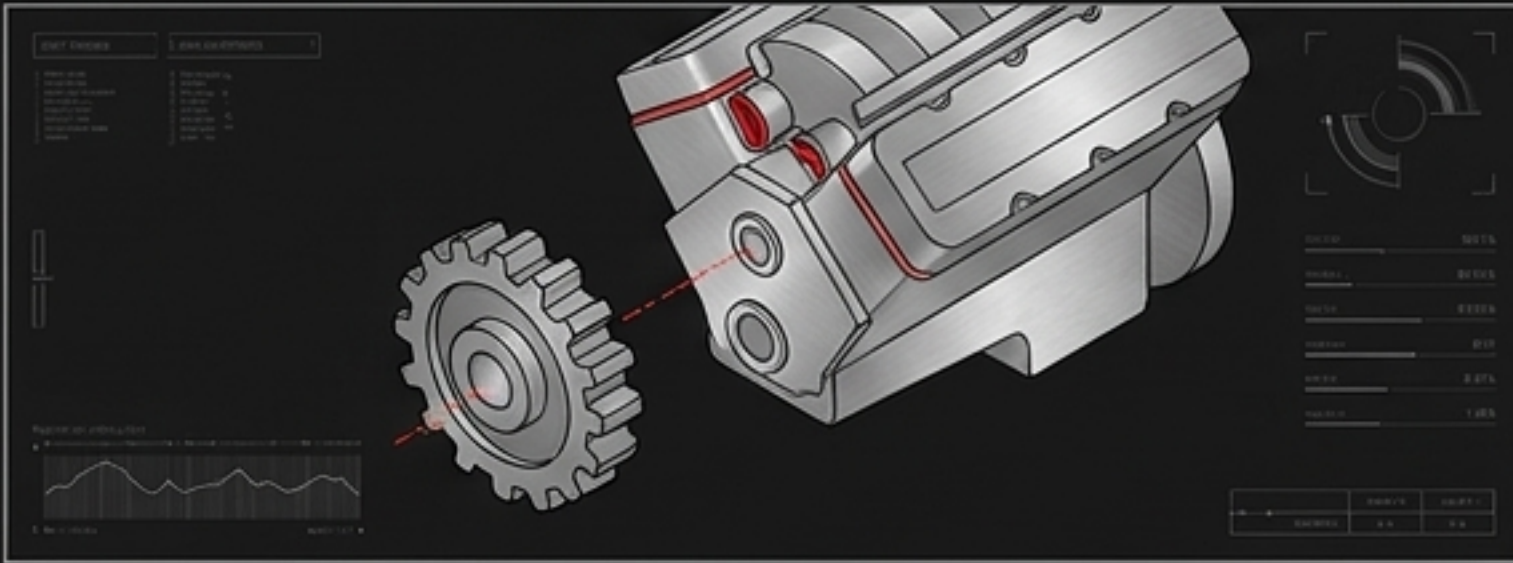
of the workforce actually uses AI regularly.

*“The gap between capability and deployment is more an organizational design problem than a skills problem.”*

Stop buying AI training courses. The problem isn't that your team doesn't know how to use ChatGPT—they used it last night. The problem is how your dealership's work is currently structured.

# WHY YOUR TEAM DEFAULTS TO THE OLD WAY

## PROCUREMENT / BOLT-ON



Salesperson gets lead

Stops work

Switches tabs

Writes prompt

Writes prompt

Copies output

**Result:** High friction. AI sits NEXT to the work. Employees revert to three-year-old Word doc templates.

## REDESIGN / BUILT-IN



Dealership workflows re-engineered

AI acts as primary engine

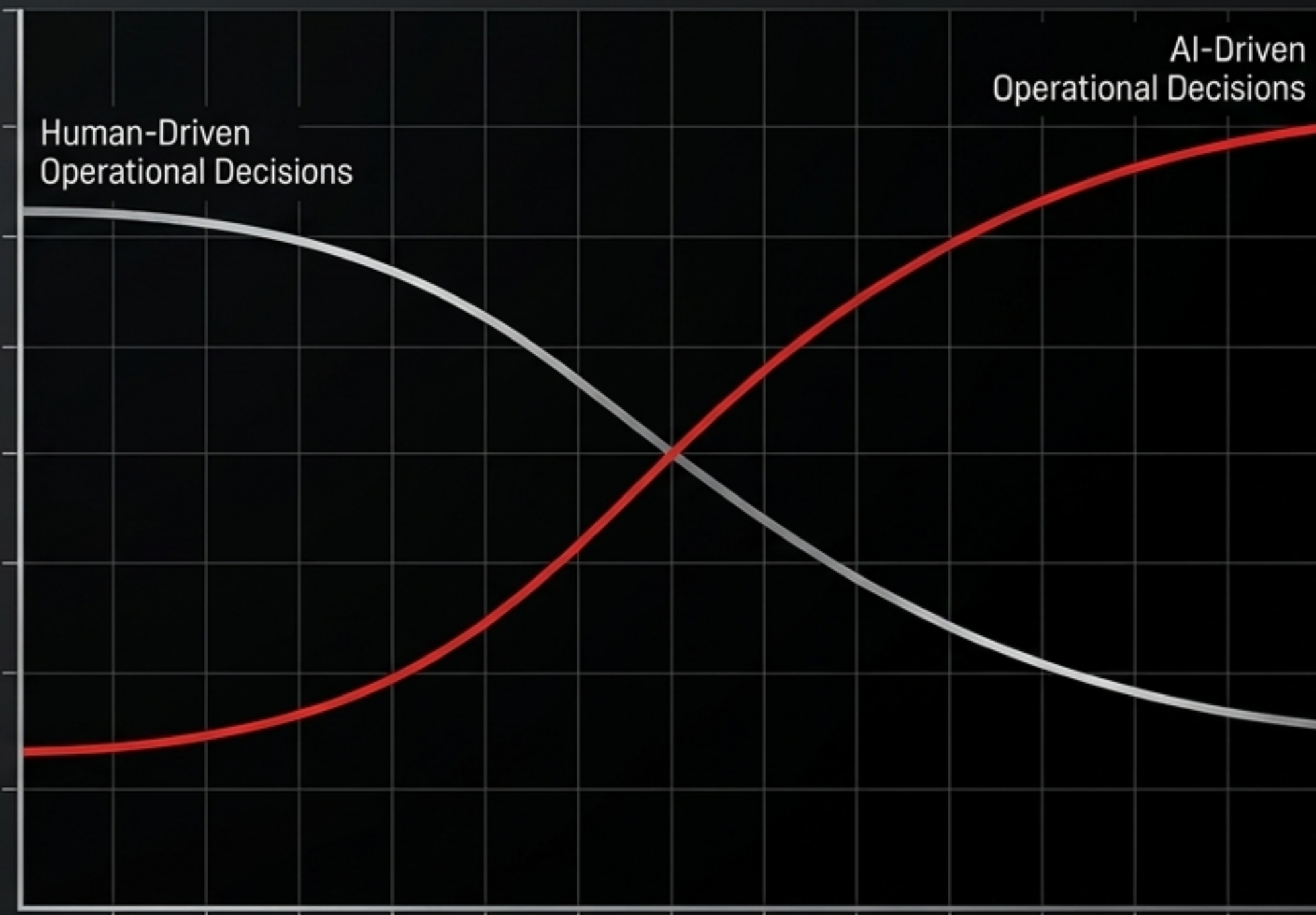
Ground-up integration

**Result:** Seamless execution. Zero friction. AI sits INSIDE the work.

# THE INVERSION OF WORK

## 2024: AI Augments Your People.

Humans do the primary work; AI helps at the margins (drafting emails, suggesting data).



## 2030: Your People Augment AI.

AI runs bulk operations (pricing, lead routing, follow-up). Humans set rules, build relationships, and handle exceptions.

By 2030, **48%** of operational decisions will be made without a human in the loop.

**Which 25% of the decisions in your store right now **MUST** be made by humans, and which 25% **NO LONGER** need to be?**

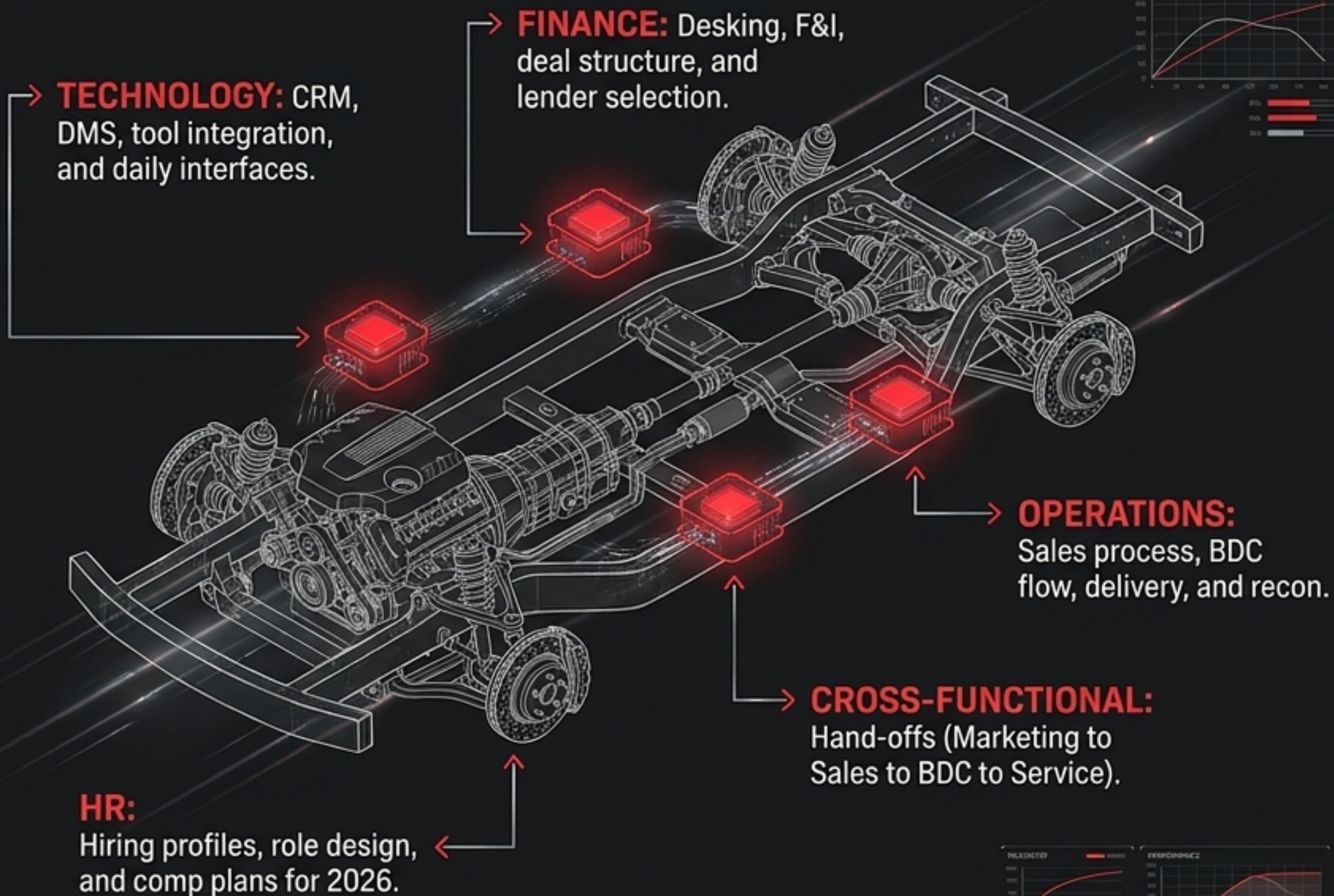
**If you can't answer this, you haven't entered the AI race.**

The starting line isn't buying tools. It's having an opinion on your team's brainpower.

# THE **4X** MULTIPLIER HIDING IN PLAIN SIGHT

## CORE INSIGHT

- Organizations that **redesign** these five core areas as an integrated system are **4x more likely** to deliver on business objectives.
- Band-aids yield incremental gains.
- Redesign yields **exponential compounding advantage.**



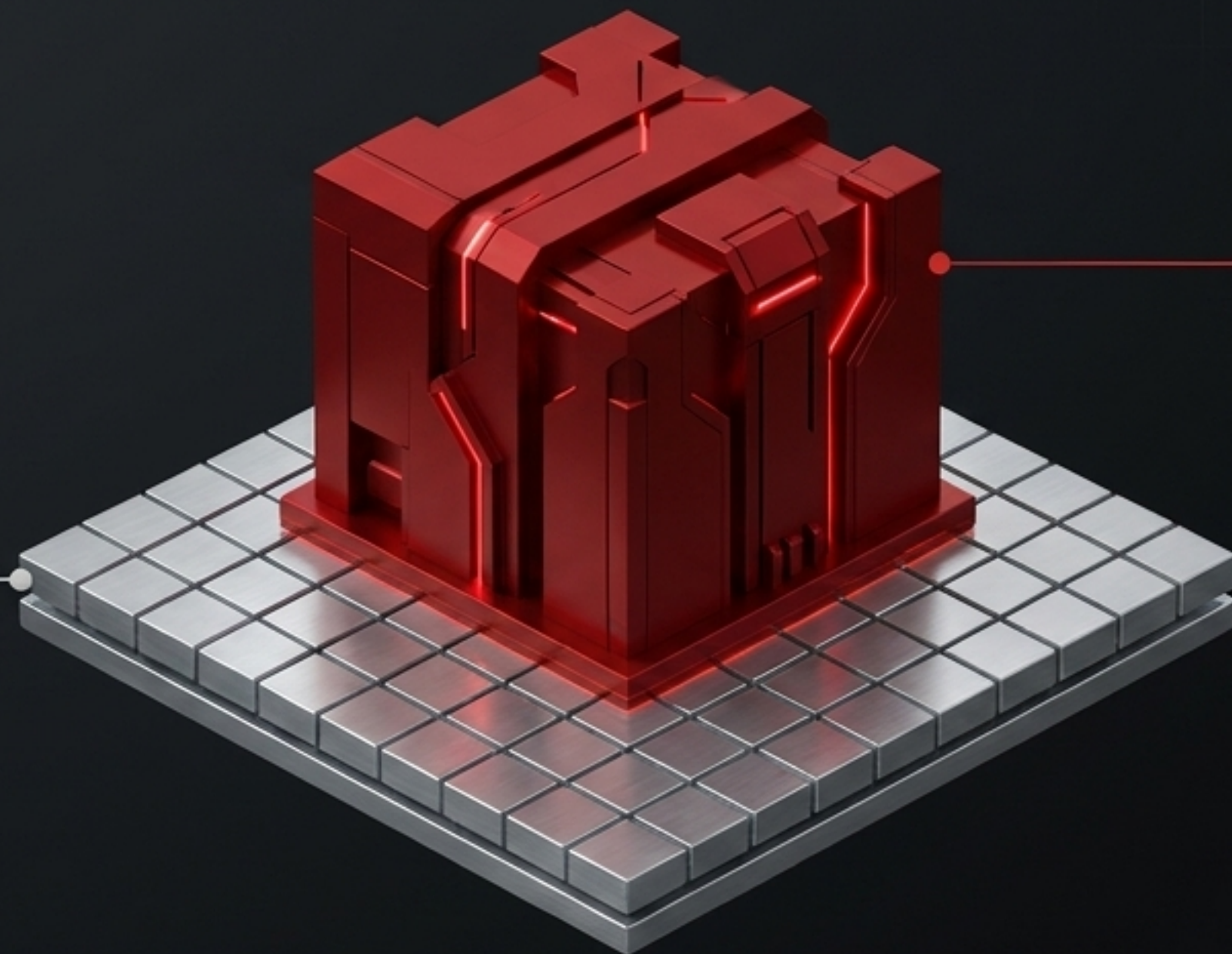
# YOUR AI HAS TO BE YOURS



## THE COMMODITY:

Foundation Models  
(ChatGPT, Claude, Gemini).

Note: This is just electricity. You can't out-electricity your competitor.



## THE MOAT:

The Dealership Layer.

- Your processes.
- Your sales philosophy.
- Your local market data.
- Your CRM history.
- Your specific customer language.

**63%** of CEOs say competitive advantage comes from the **sophistication of your AI**, not access to it. If you rent a vendor's out-of-the-box AI, you don't have a moat. **You have a subscription.**

# THE REDESIGN ROADMAP

## [THIS WEEK]: Map the Friction.

Pick ONE process (e.g., Trade Appraisal). Map every step. Label each as: Judgment Call, Grunt Work, or Rule-Based. AI eats rules and grunt work first.

## [THIS MONTH]: The Honest Conversation.

Ask management: Where are we doing work a well-instructed AI could do faster?  
Note: If they get defensive, you've found your outdated workflow.

## [THIS QUARTER]: Appoint the Architect.

Put someone in charge of AI REDESIGN. They must have the authority to challenge how things are done across all departments.

# LEAD OR CATCH UP.

The dealers who own their markets in 2030 won't be the ones with the fanciest tools. They will be the ones who restructured how their store actually works while their competitors were busy buying subscriptions.

The roadmap is on your desk.  
The next 90 days decide your trajectory.