

2030

83% 18%
: newsroom.ibm.com/2019-09-11-IBM-Study-Consumers-Say-Auto-Brand-Doesnt-Matter-Cost-and-Convenience-Do

2019 9 19 / IBM (NYSE: IBM 10 48%

IBM “ 2030 Automotive 2030: Racing toward a digital future “

IBM Ben Stanley “ 50% 10 ”

50% 10 83% — 18%

IBM Dirk Wollschlager “ ”

800 10 330

IBM 1500 10 IBM IBV “ 2030” 11,500

IBM
IBM IBM Services