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# Launching Samsung AutoOne



## CLEAR PRODUCT STRATEGY



Samsung AutoOne is an AI-powered smart EV delivering a 500 km driving range and 80% fast charge in 15 minutes, combining safety, connectivity, and sustainable mobility (Haizar, 2020).

## CUSTOMER-CENTRIC DESIGN

Designed for urban professionals aged 25–45, AutoOne integrates seamlessly with Galaxy smartphones and SmartThings, enabling remote access, navigation planning, and energy monitoring via the central touchscreen (Noui and Boucetta, 2025).



## EFFECTIVE MARKETING

The launch strategy uses digital-first campaigns, immersive showroom test drives, and influencer partnerships, targeting 18M online impressions in the first 60 days (Yun, 2018).



## INVEST IN TECHNOLOGY



AutoOne features AI driver assistance, Samsung Smart Display dashboards, real-time navigation optimisation, and over-the-air updates across safety and performance systems (Yun, 2018)

## FINANCIAL MANAGEMENT

With a target price of \$28,900, Samsung plans to sell 150,000 vehicles globally in Year 1, supported by manufacturing efficiencies from its electronics and battery divisions (Haizar et al., 2020).



## ADAPTABILITY AND INNOVATION IN TECHNOLOGY

Quarterly software upgrades add new driving modes, battery-efficiency improvements of up to 10%, and expanding SmartThings vehicle-to-home integration features.



## References

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