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operations, and develop their brands.

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Oliver Wyman has identified a range of success factors for companies that aim to play a role in autonomous vehicles. First of all, business models for the sector need to be developed similar to those found at start-ups.

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The main reasons: Most consumers worry the battery will die on long journeys; and they find the vehicles simply too expensive. An Oliver Wyman study indicates that the market is finally ready to take off, and it provides clues as to how automakers, dealers, energy providers, and other related players should position themselves.

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