

Table S1. Questionnaire Dynamic Capabilities*.

Indicators	Questions
	How often do you use BIG DATA for purchasing behaviour analysis?
BD_SENS	How often is it able to advance in the PRODUCT DESIGN to acceptance according to real tastes, education, geographical areas, etc. through Big Data?
DT_SENS	How often has digital technology enabled the sales force to OPTIMIZE ROUTES?
	How often has digital technology developed solutions to PREVENT ACCIDENTS?
IoT_SENS	How often do YOU USE NETWORKING WITH OTHER PLATFORMS?
	How often do you use sensor integration or data management to make COMMERCIAL ALLIANCES with suppliers or/and customers?
BD_SEIZ	How often does digital technology allow you to estimate THE DURABILITY of the different parts that make up the product?
	How often does technology UNIFY SYSTEMS GLOBALLY across your plants and logistics centers?
DT_SEIZ	How often has digital technology made it possible to CONNECT ALL BUSINESS DIVISIONS under one direction?
IoT_SEIZ	How often do YOU USE ALERTS installed in customers' vehicles?
	How often do insurance companies contact your company to offer a CUSTOMIZED PRODUCT depending on the driving style by the data you collect directly from the vehicle?
BD_INNOV	How often are PREDICTIVE MODELS used to ANTICIPATE WEAR of parts have had an impact on the vehicle's maintenance cost?
	How often has digital technology allowed us to make decisions about ORGANIZATIONAL CHANGES?
BD_TECNO	How often do you use digital technology to know when the customer WILL CHANGE THE PRODUCT, the type of product you are going to look for, color, features in order to anticipate it and thus launch the user a communication that makes you purchasing it?
	How often does the digital transformation allow your company to ANTICIPATE FUTURE CAR FAILURES allowing the connection with the workshop, being able to make an appointment, even before such a failure occurs?
IoT_INNOV	How often is the DEGREE OF INNOVATION OF COMPETITION IDENTIFIED through networked devices?

*All the questions were supported by the bibliography in a previous work [7].

Table S2. Review of satisfaction variables.

		Alegre, J., Kishor, S., & Lapiedra, R. [132]
DT_CONTA	To what extent has it enabled us to CONTACT customers and solve the problems of digital transformation?	Davenport, T. and Spanyi, A. [53]
		Nonaka, I., & Takeuchi, H. [133]
		Pil, F. K., & Holwelg, M. [134]
		Prahalad, C., & Ramaswamy, V. [135]
DT_PROA (1,2 &3)	To what extent has it allowed us to be in direct contact with the customer by allowing us to collect data in order to OFFER PRODUCTS and/or ADDITIONAL SERVICES to the current ones anticipating your digital transformation needs?	Estevez, J. [72]
		Von Leipzig, T., Gampa, M., Manza, D, Schöttlea, K., Ohlhausena, P., Oosthuizenb, G., Palma, D., von Leipzig, K. [54]

	To what extent has the digital transformation made it possible to REDUCE VEHICLE ACCIDENTS?	Newman, D. [75] World Economic Forum [136] Ibanez, J., Laugier, C., Yoder, J. and Thrun, S. [74]
	To what extent has the installation of sensors, predictive models and algorithm learning achieved MORE EFFICIENT DRIVING?	Accenture Research Deck (s.f.) [137] World Economic Forum [136]
DT_SATISF	To what extent has digital transformation enabled us to identify the REAL needs of customers?	Gillpatrick, T. [71] Moeller, L., Hodson, N. and Sangin, M. [56] Teixeira, T. [70]