

Automotive Innovations - US - February 2015

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“User convenience and driver distraction collide as smartphones become more and more a part of the in-car experience. Safety comes first for consumers, even in an area of increasing access to in-car apps and smartphone integration.”

– Tim Healey, Research Analyst – Automotive

This report looks at the following areas:

- Consumers need to be connected
- Safety still matters

This report examines innovations in the automotive industry, and provides insight into how today's innovations are changing the market.

Innovation has always been a big part of the automotive industry, but unprecedented innovations are happening now as the development of new technology continues to accelerate. There are plenty of mechanical innovations fueling horsepower wars as automakers race to claim that they offer the best performance cars for the money, and of course there are plenty of innovative ways in which OEMs are working to reduce fuel consumption as they work to create “greener” cars. Not to mention, there are many innovations focusing on creature comforts for drivers and passengers, and on safety, and on autonomous driving...the list goes on. Additionally, automakers are concentrating heavily on ways in which smartphones can be further integrated into automobiles.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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