

Automotive Innovations - US - April 2017

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"The automotive industry has seen a flurry of recent technological advancements that improve safety, connectivity, and convenience for consumers. Brands will need to package these innovations and appeal to consumers on both a safety and convenience level for success in the marketplace."

- **Buddy Lo, Automotive Analyst**

This report looks at the following areas:

- **Auto manufacturer infotainment systems disappoint**
- **Less driving leads to less interest in syncing phones**
- **Consumers aren't buying the self-driving hype**

This Report builds on the analysis presented in Mintel's Automotive Innovations – US, February 2015 and Mintel's Automotive Innovation – US, May 2012. Mintel defines automotive innovation as any process or technology that advances the market or industry.

Types of vehicles referenced in this Report include the following: all cars, station wagons, sedans, pickup trucks, vans, minivans, crossover utility vehicles, and sport utility vehicles (SUVs).

Regarding in-car innovations, categories discussed include but are not limited to comfort/convenience features, technology/audio features, and safety features.

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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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