

Automotive Innovations - US - May 2018

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Within the extremely competitive automotive industry, manufacturers are constantly researching, developing, and introducing new automotive innovations that improve safety, connectivity, comfort and convenience for consumers.

This report looks at the following areas:

The proliferation of radar-based technology, which introduced features like automatic emergency braking and blind-spot detection raised the bar for automotive safety technology, while improvements in wireless connectivity and infotainment systems pave new roads for a completely new driving experience in a world with increasing automation.

- **Widespread concern over distracted driving**
- **Younger car owners prefer their smartphones over vehicle infotainment systems**
- **Lower-funnel shoppers may be experiencing sticker shock**

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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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