

Automotive Innovations - Canada - April 2017

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"The automotive industry has witnessed a burst of 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."

- **Andrew Zmijak, Research Analyst, Consumer Behaviour**

This report looks at the following areas:

- **Autonomous features are not yet a priority**
- **Interests vary by age**
- **The effect of gasoline prices and innovations in fuel consumption**

This Report examines innovations in the automotive industry and provides insight into how today's innovations are changing the market. Regarding in-car innovations, categories discussed include, but are not limited to, comfort/convenience features, technology/audio features and safety features. Mintel defines automotive innovation as any process or technology that advances the market or industry.

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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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