

Automotive Innovations - US - May 2019

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This report looks at the following areas:

Automakers need to educate consumers on the safety benefits of new features and slowly ease them into the new technology.

It will be crucial for automakers to reflect on what their goal is and who they're trying to reach. The current state of the market shows dissonance between what consumers are asking for, what they think they want, and what they're being given.

- What automakers want to know
- Where automakers can succeed



"Whether consumers are ready or not, driverless cars are the future of the automotive industry. But given consumer reticence to adopt new automotive technology, OEMs and marketers will need to concentrate on long-term strategies, as opposed to short-term campaigns."

– Hannah Keshishian,
Automotive analyst

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