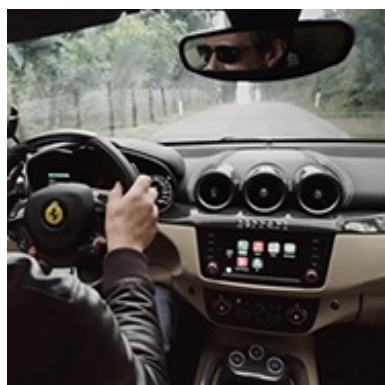


COMMERCE

## Ferrari showcases early users of CarPlay system

September 9, 2014



*Ferrari's Apple CarPlay system*

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By JOE MCCARTHY

Italian automaker Ferrari is beginning to roll out its Apple CarPlay system and is giving fans a good sense of how it operates with news of the first equipped owner.

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Evidently, the first Ferrari CarPlay owner is from Italy. The brand intends to begin shipping systems out to the rest of Europe and other key markets throughout the world.

"This is a large improvement for Ferrari," said Lauren Fix, automotive expert and author of "[Lauren Fix's Guide to Loving Your Car](#)," Lancaster, NY. "Adding in Apple CarPlay ties into technology that their consumers use.

"Previous integrations were just average at best compared to the competition," she said. "Now they stand out in the crowd."

Ms. Fix is not affiliated with Ferrari, but agreed to comment as an industry expert.

**Ferrari** did not respond by press deadline.

Early stage

Luxury automakers are increasingly pairing up with technology giant Apple to make their

automobiles' user interfaces easier for iPhone owners to operate and more engaging.

Ferrari and Germany's Mercedes-Benz are early adopters of Apple's new CarPlay infotainment system that syncs up dashboard and wheel controls to the consumer's Apple device. Until other automakers incorporate this system, Apple's technology is going to give these two brands an advantage in the luxury market due to the proliferation of iPhone owners ([see story](#)).

As Ferrari begins installing CarPlay, it senses a good opportunity to showcase the system in action. To do this, the brand briefly followed the first owner of CarPlay.

The video is relatively straightforward, showing the driver steer around some turns while fielding questions from and responding to the CarPlay.



*Video still of Ferrari's Apple CarPlay*

Ferrari aims to show the flexibility of the system by having the system first relay a phone call, then pull up directions, then initiate a playlist.



*Video still of Ferrari's Apple CarPlay*

A major draw of Apple CarPlay is that it cuts down on distractions. Rather than digging around for a phone, punching in commands and waiting for a response, the system synchronizes with the driver's phones and can be activated by voice or on the easily accessed dashboard.

Other brands are taking bigger steps to reduce distraction.

For instance, British automaker Jaguar showcased the usefulness of its in-car infotainment system, InControl, as part of its protracted XE model release.

Similar to other infotainment systems, the Jaguar InControl system greatly enhances its vehicles' connectivity and responsiveness. What distinguishes this system, however, is the ability to project real-time driving information on the windshield to promote confident driving ([see story](#)).

### Receding frontier

Mobile now plays an integral role in every stage of the purchasing process for cars, according to a report by L2.

According to Nielsen, 63 percent of consumers also want in-car connectivity so that their mobile experience is never interrupted as they go about their day. Automakers that dismiss the power of mobile to guide purchases will no doubt suffer in the long term ([see story](#)).

Introducing a high-performing technology system is a strong step to be fully mobile friendly.

"It's a smart move to add on this new technology," Ms. Fix said.

### Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/YA4ozdD\\_OdE](http://www.youtube.com/embed/YA4ozdD_OdE)

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