

MULTICHANNEL

Top 10 automotive brand efforts of H1

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Classic Porsche 911 sports car from the 1960s

By KAY SORIN

Luxury automakers have embraced a number of new trends in the first half of 2015, using new technology and social media to connect more intimately with consumers.

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From taking advantage of mobile applications such as Snapchat and Periscope to working to create autonomously driven vehicles, automakers are committed to making life easier for consumers. Fortunately, new technologies have provided many ways to do this, and automakers are quickly working to incorporate these new inventions into their products.

Here are the top 10 automotive brand efforts of the first half of 2015, in alphabetical order:

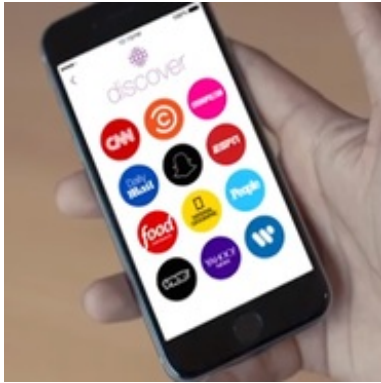


Audi's HOBOS project will promote honeybee sustainability efforts

Audi's honeybee preservation

German automaker Audi is playing an active role in environmental sustainability by funding honeybee preservation efforts, including the Honeybee Online Studies project.

HOBOS offers students, teachers and honeybee enthusiasts an unparalleled opportunity to observe daily life in a honeybee hive using advanced technology to share a live video transmission that can be viewed online. Audi's commitment to preserving the honeybee population shows consumers that the brand is engaged in the community and ready to take a stand for social good ([see story](#)).



Snapchat's discover

BMW's Snapchat support

German automaker BMW is joining the instant gratification application world by sponsoring CNN's daily news updates in the new Discover feature on Snapchat.

CNN will deliver a new Discover edition which will publish five or more global news stories every 24 hours, and BMW will run video ads between the stories for its i3 vehicle. The stereotypically young audience of Snapchat will likely be intrigued to discover more from the advertising presence of the environmentally conscious BMW i3 within the latest feature of the app ([see story](#)).



Ferrari's augmented reality app

Ferrari's augmented reality showrooms

Ferrari Australasia is changing its consumers' showroom visits with an augmented reality application that allows immediate customization and an in-depth look at the vehicles.

Consumers will be able to see the car in a specific color, with certain rims and more options that complete the new showroom walkaround. Integrating digital into a showroom

allows frontline sales people from Ferrari to provide more detailed information and connect with consumers through more mediums ([see story](#)).



Jaguar bike sense

Jaguar Land Rover's bike sensing technology

British automaker Jaguar Land Rover is looking to make urban roads safer with features that will alert drivers of the presence of bikes and motorcycles.

Every year in the United Kingdom, 19,000 cyclists are killed or injured on the roads, but with Jaguar Land Rover's "Bike Sense" feature, cyclists' presence will be more obvious and bike-related accidents will decrease. The addition of this feature will likely draw attention from consumers all over the world, especially in cities where bikes and scooters are a common means of transportation, such as Beijing ([see story](#)).



Lamborghini screen shot from Track and Play video

Lamborghini's mobile application

Italian automaker Lamborghini is appealing to its target consumers' love for racing with a mobile application that allows owners to track, save and record their driving performances.

The "Track and Play" app is designed for Lamborghini owners to be able to challenge themselves on the racetrack. Creating an application that is solely for current consumers allows Lamborghini to continue the exclusive nature of the brand through mobile ([see story](#)).



Lexus RC F virtual reality app

Lexus' virtual reality

Toyota Corp.'s Lexus is giving consumers the chance to enjoy its fastest vehicles from the comfort of their homes with a virtual reality experience.

The new experience will give viewers the thrill of driving a Lexus RC F on the Ascari racetrack in Marbella, Spain. Creating this virtual reality experience allows Lexus to reach consumers around the world and form intimate connections with those who might not ordinarily have access to its products ([see story](#)).



Mercedes autonomously driving car

Mercedes-Benz autonomous driving

German automaker Mercedes-Benz is opening the doors on self-driving automobiles with its F 015 "Luxury in Motion" research vehicle released at the Consumer Electronics Show in Las Vegas.

The new vehicle demonstrates the future of driving with its inward facing seats and self-propelled and self-reliant technology that will be able to fully operate a car without human assistance. The release of Mercedes-Benz's research vehicle will spark interest and gain attention among those who were previously skeptic about self-piloted vehicles and will likely place Mercedes as a leader in autonomous driving technology ([see story](#)).

Porsche's navigation system update

German automaker Porsche is keeping up with the times by providing a new high-tech navigation system that is compatible with the brand's classic sports cars.

The navigation system combines the practicality of modern technology with the aesthetic of the past. It allows users to update their Porsche models from as early as the 1960s and

outfit them with tools that are commonplace today such as Bluetooth and smartphone compatibility ([see story](#)).



Rolls-Royce emblem

Rolls-Royce's Periscope stream

British automaker Rolls-Royce introduced its latest bespoke offering with a modern twist by broadcasting the official vehicle launch on the live-streaming application Periscope.

“Wraith – Inspired by Fashion” is a new model that aims to take the personalization of haute couture to the automobile industry. Its release on Friday, May 8 at the Pratt Institute’s Women of Influence in the Business of Style panel discussion was streamed live via Periscope, allowing consumers to experience the event on their mobile devices ([see story](#)).



Tesla's Powerwall

Tesla's home improvement expansion

U.S. electric automaker Tesla Motors is extending its energy-efficient inventions into the home with its new Powerwall home battery.

The new means for electricity generates energy from solar panels and powers the home at all times of the day, diminishing the gap between supply and demand by allowing a consumer's solar energy to be available for their home whenever. Tesla's entry into home is unlike any other automaker's and has the capability to change the way electricity and energy is used around the world ([see story](#)).

Final Take

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