

AUTOMOTIVE

Automotive sector's Top 10 headlines of 2017

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Mercedes-Benz has previously partnered with Google Home. Image credit: Mercedes

By STAFF REPORTS

This past year, automakers have continued to make headway with autonomous driving, as the technology barrels ahead at top speeds, making driverless initiatives one of the biggest automotive themes of 2017.

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Electric-powered vehicles have also become a major disruptor in the industry, as brands continue to outdo one another in ways to save the environment. However, gas is not likely to disappear in the coming years, but in-dashboard technology innovations will be a necessity and have dominated the news cycle.

Here are Luxury Daily's top 2017 headlines from the automotive sector:



Tesla Explores in Portland

Tesla sued over claims of sudden acceleration

U.S. electric automaker Tesla is being sued by a South Korean celebrity who says his car accelerated abruptly while he was parking, injuring himself and his passenger.

In the lawsuit, actor and singer-songwriter Ji Chang Son claims he was driving his Model X slowly into his garage

when it suddenly sped up, crashing through his living room. The suit, which was filed in the U.S. District Court in the Central District of California on Dec. 30, is looking to be granted class action status.

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BMW 5 series. Image credit: BMW

[ASA gives BMW ad green light after distracted driving complaint](#)

German automaker BMW has been accused of promoting irresponsible driving in a television commercial aired on March 8 in the United Kingdom.

In the commercial, a driver is shown in a BMW 5 Series driving through the countryside before entering city limits. While driving, the man swipes his hand across the built-in infotainment screen located next to the vehicle's dashboard as the narrator says, "Introducing the new BMW 5 Series. Ambition raised."

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Alibaba car vending machine

[Alibaba looks to bring automobile buying to vending machines](#)

Chinese ecommerce platform Alibaba is looking to vehemently disrupt the auto industry by making it as easy to purchase a vehicle as buying a can of soda.

The ecommerce giant is introducing a new vending machine for luxury cars in China, which will allow users to browse vehicles on their smart phone and select a vehicle for purchase. While "vending machines" for automobiles exist in a theoretical sense in Singapore, they act as only simple storage facilities, but Alibaba's will allow users to buy a new car.

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Audi introduces new nomenclature

Audi introduces new nomenclature to specify horsepower

German automaker Audi is adding new nomenclature to its model names to help distinguish the power output of each vehicle, but many experts wonder if this will confuse customers.

Basic model names for Audi vehicles will stay the same but the automaker will be adding two more numbers to each name. Each number will signify a horsepower range and whether it is economy fuel or CO2 emissions.

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BMW at-home charging station

Electricity will be vital for auto industry's future

Automaker Jaguar's announcement that all future models will have an electric option reveals the vital importance of sustainable energy in the auto industry.

Jaguar Land Rover has announced that every one of its models starting in 2020 will be available to be electric-powered, following similar news from BMW and Volvo. As Volvo is a mass production brand, BMW a luxury and Jaguar a sport, the auto industry is no doubt headed for a future heavily integrated with sustainability.

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Dyson includes sketches in his email

Dyson joins the electric-powered vehicle competition

As the electricity sector in automotive heats up, Tesla and other major EV providers will now have competition from an unlikely source.

Dyson, the vacuum manufacturer, is working on plans for a future electric-powered luxury vehicle that could rival Tesla and BMW. Revealed in an email from the company's founder, a team of 400 people has been assembled to develop a battery-powered electric vehicle.

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Porsche Passport lets members flip between sports cars, sedans and SUVs. Image credit: Porsche

Porsche offers alternative to ownership via subscription program pilot

German automaker Porsche's U.S. importer is tapping into the sharing economy with the launch of a subscription model of ownership for its vehicles.

Porsche Passport, available from Oct. 10 in Atlanta, allows enrolled consumers to rent up to 22 different models through a mobile app, allowing them to cater their car choice to their needs. As traditional car ownership becomes less of the norm, automakers are adapting their purchasing models to reflect consumer behavior.

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Mercedes-Benz has previously partnered with Google Home

Mercedes looks to make consumer inquiries easier

German automaker Mercedes-Benz is bringing artificial intelligence-powered chatbots to the automotive world to allow drivers to ask questions at any time.

Daimler, Mercedes' parent company, is working on a new voice activated chatbot solution accessed through an application on mobile devices or in their cars. "Ask Mercedes" will interact with consumers to answer their queries and help build a series of customer support prototypes.

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SpaceX's simulation of Falcon Heavy take off

[Elon Musk sends Tesla to new heights](#)

Electric automaker Tesla's Elon Musk is looking to make a dramatic first launch of the Falcon Heavy rocket by expanding the reach of its vehicles into outer space.

Mr. Musk has forayed into many ventures over his career, including founding aerospace manufacturer SpaceX, which is set to launch the Falcon Heavy rocket in January 2018. The entrepreneur is using this as an opportunity to cross promote his brands by sending the Tesla Roadster as cargo.

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