

AUTOMOTIVE

Autonomy, electricity will transform auto industry sooner than later

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BMW at-home charging station. Image credit: BMW.

By BRIELLE JAEKEL

As automakers continue to invest in electric mobility initiatives, the electric vehicle market is likely see a paramount jump by the year 2025.

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According to a new report from Frost & Sullivan, the electric vehicle (EV) industry is expected to see a 28.3 percent annual compound growth rate, with a jump from 130,000 units to 1.8 million in seven years. Plug-in hybrids will lead the market, with a 59.8 percent share, but complete battery-powered cars will continue to gain traction.

"Among performance, innovation, energy efficiency, luxuriousness and ease of ownership, a strong brand positioning message is required in at least three of these parameters for the EV brand to be successful," said Pooja Bethi, research analyst at [Frost & Sullivan](#). "The segment also needs targeted marketing to women and baby boomers."

Electricity growth

Automakers will need to continue to innovate and develop new ways to cater to audiences with EVs, as the majority of drivers are still unsure about electric cars. Circumventing misconceptions and driving awareness will be key for the future of EV.

It is important to note that while automakers focus on the engine operation of electric-powered vehicles, factors such as connectivity will be vital in consumer adoption. Drivers are looking for high-quality infotainment systems, so not skimping on these features for EVs will help convince buyers.



Mercedes' Electric Intelligence Concept Car. Image credit: Mercedes-Benz

Most importantly, luxury automakers need to embrace features that value human-machine interaction. Luxury EVs should include navigation features that direct drivers to BEV Specific Eco Routes, free parking areas and intermodal routing.

The more streamlined and less cluttered the dashboard and interior is, the more affluent consumers will flock. Large entertainment and infotainment displays in the center consoles and less knobs and switches will support a premium feel for the vehicle.

Heads-up displays are also highly attractive to premium car buyers. Paired with interactive navigation with charging station display, virtual information on battery charge rates, integrated HUD can attract a significant number of luxury buyers.



Tesla looks to expand its Superchargers into cities with new design

In-car payment services and integrated charging solution provider applications will also be major influencers on the luxury segment in EV.

Luxury brands are flocking to the EV trend, with each automaker making dramatic moves into the industry.

German automaker Porsche was the latest of its cohorts to announce an extensive plan for the future in which electric-powered mobility is at the forefront.

Porsche hopes to implement its plan by 2022, which will see the automaker invest more than 6 billion euros, or \$7.4 billion at current exchange, in electric vehicle (EV) initiatives. A decision made by the Porsche AG Supervisory Board put the plan into effect in which the brand will focus on creating hybrid plug-ins and full EVs ([see more](#)).

Driverless is here

While electric vehicles are gaining steam, it is not the only futuristic auto feature that is making waves.

Driverless technology and autonomy have been significantly growing with increasingly capabilities coming to light. While consumers are still unsure about the technology, a full driverless experience may be possible as close as next year.

The autonomous market's success will likely lie with autonomous services rather than individual ownership.

The United States is expected to lead the race in production of autonomous technology deployment and production

likely by next year, with Europe and China joining in 2021. Ride-sharing economy and mobility services will be the forces that help driverless vehicles takeoff instead of consumers owning these cars themselves ([see more](#)).

"Luxury EV OEMs face an absolute need to design an innovative e-retailing business model that will create a personalised and non-invasive selling experience for the consumer while offering unique in-car value additions that establish brand differentiation," Ms. Bethi said.

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