

AUTOMOTIVE

Top automotive efforts of H1 2018

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British auto brands have seen record growth but uncertainty about Brexit may impede that. Image credit: Rolls-Royce

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Automation and sustainability are the two biggest trends in the auto industry right now as brands rush to keep up with the changing tides.

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The next 10 years will likely see massive upheavals in how individuals drive cars, whether that means electric cars becoming more popular or driverless cars taking over. In the first half of this year, brands from across the automotive industry prepared for the future in a number of ways.

Here are the top 10 automotive efforts of the first half of 2018, in alphabetical order:



The new DBS Superleggera stars in a new short film. Image credit: Aston Martin

British automaker Aston Martin took an avant-garde cinematic approach to release its latest model for more theatrical hype.

Aston Martin enlisted filmmaker and photographer Nick Knight to bring its DBS Superleggera to the screen, creating a short that is a combination of art piece and automotive marketing. This effort drew on an existing relationship, as Mr. Knight had previously photographed the Valkyrie for *Aston Martin The Book* ([see story](#)).



Audi Q8 drives the plot of its new action series; Image credit: Audi.

German automaker Audi took its ability to thrill drivers off the road in an episodic series that dramatizes the release of a new vehicle.

The automaker took on a role as filmmaker with a five-part series online that takes the form of a television show rather than advertisement, a theme seen often with automakers in recent times. Audi hoped to parallel the thrill of its new SUV with the action-packed series ([see story](#)).



BMW sponsors another art exhibit for Kyotographie. Image credit: BMW.

German automaker BMW used cutting-edge themes for out-of-home advertising, returning as the sponsor for an art event with an environmentally friendly and artistic stance.

BMW continued to support international photography festival Kyotographie in a way that was congruent with its innovative presence. The automaker provided transportation services during the festival in Japan, but with a focus on environmentally friendly measures, as well as crafting its own installation with Chanel ([see story](#)).



Ferrari is one of many auto brands that would be affected by the tariff. Image credit: Ferrari

Italian automaker Ferrari exhibited how a product launch or exciting endeavor can elicit a powerful ripple effect on social media starting with loyal fans.

The auto brand made a big splash with a new high-speed convertible, gaining a significant share of excitement from loyal fans on social media, according to Engagement Labs. Ferrari was among the top brands on Engagement Labs'

TotalSocial Brand Awards, thanks to the positive buzz on social ([see story](#)).



Fisker Inc.'s new electric car is poised as a competitor to Tesla. Image credit: Fisker Inc.

Renowned automotive designer Henrik Fisker made his big comeback into electric vehicles at the 2018 Consumer Electronics Show with the debut of a new model and supporting technology.

After his first venture into electric cars in 2013 proved to be a flop, Mr. Fisker has spent his time redesigning and reinventing his approach to luxury electric vehicles. Now, the automotive designer is finally ready to debut his latest iteration, meant to be a competitor to the electric vehicle giants such as Tesla and others ([see story](#)).



Jaguar Land Rover has launched an unlimited motoring subscription car service. Image credit: Jaguar Land Rover

British automaker Jaguar Land Rover became the latest luxury car brand to launch an all-inclusive car subscription service to keep up with evolving consumer demands.

Since early 2017, automakers including Cadillac, Porsche, BMW and Mercedes-Benz have introduced their own subscription ownership models in limited markets. Carpe, Jaguar Land Rover's subscription offering, gives drivers in the United Kingdom access to new models from both of the group's brands on a membership basis ([see story](#)).



The Lexus UX was revealed along with an art installation from Daniel Heidkamp. Image credit: Lexus

Toyota Corp.'s Lexus combined luxury comforts with the performance of a sport utility vehicle with the latest addition to its luxury compact crossover series.

Lexus unveiled its new UX at the Highline Stages in New York City on March 27, putting the model on display as the

company boasted of its specifications meant to appeal to the modern urban citizen. Additionally, non-profit art company RxArt and artist Daniel Heidkamp were tapped to design an art installation to celebrate the car ([see story](#)).



Mercedes-Benz C Class is one of the models compatible with the adapter. Image credit: Mercedes.

German automaker Mercedes-Benz is helping owners of its older models stay savvy with modern technology.

The range of digital services Mercedes offers as part of its Mercedes me application and program will now be extended to older models. Through an adapter, older models will be able to receive connected information similar to new models ([see story](#)).



Rolls-Royce drives into musical production. Image credit: Rolls-Royce.

British automaker Rolls-Royce created a playful music video with a surprising twist.

The marque created a special video using its own vehicle as a musical instrument. "Dawn Inspired by Music" was released at the Concorso D'Eleganza Villa d'Este on May 26, to embody the playful spirit of the Dawn model ([see story](#)).

British automaker Rolls-Royce elevated its art practices through a new bespoke partnership.

The Rolls-Royce Art Programme furthered its relationship with Serpentine Galleries as a benefactor. While its bespoke collaborations will start next year, this year kicked off the partnership with the collection of Rolls-Royce Phantoms and Ghosts during the gallery's Summer Party on June 19 ([see story](#)).