

WEBINARS

What can luxury brands learn from the disrupted auto sector?

June 11, 2019



Tesla has disrupted the luxury auto market, but competitors are catching up. Seen here: the \$250,000 Tesla Roadster, claimed as the quickest car in the world. Image credit: Tesla

By STAFF REPORTS

Please click [here](#) to register for the free webinar on Wednesday, June 12 at noon to 1 p.m. ET (New York time) titled, "Automotive: Consumers Truly in Driver's Seat"

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Of the many forces that are driving luxury automakers to dismantle a century-plus way of thinking, two stand out: coruscating technology and affluent younger consumers.

The innovation side of the column claims progress in electric motors, data-spewing software binding the vehicle's innards, connectivity with devices and third-party services, and the promise of driverless cars. Add to that the radical developments birthed by mobile tech: ride-sharing and subscription services, both of which threaten the solidly reliable car ownership business model.

The looming threat of U.S.-imposed tariffs on German cars BMW, Mercedes-Benz and Volkswagen and their various marques, in particular is another wild card jeopardizing profits in the world's most lucrative car market.

Automakers: Get ready for a rough ride.

Not all the news is dire, as this free hour-long [webinar](#) at noon to 1 p.m. ET (New York time) on Wednesday, June 12 will explain. Attendees will hear panelists discuss:

- What are the key disruptions bedeviling the luxury automotive business worldwide?
- How are automakers responding via business initiatives, product development, design, marketing and new global markets?
- Examples of automakers who understand the current consumer mindset and attitude toward auto ownership
- Best-practice tips on how automakers can continue to retain and expand market share

Panelists:

David Undercoffler, editor in chief, Autolist

Tyson Jominy, vice president of data and analytics consulting, J.D. Power

Cliff Adams, group planning director (Lexus), Team One

Moderator: Mickey Alam Khan, editor in chief, *Luxury Daily*

Webinar attendees can request a copy of the presentation deck

This Luxury Roundtable webinar is part of *Luxury Daily's* mission to inform, educate and inspire its valued subscribers. Thank you so much for your willingness to spend a precious hour with us.

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