

AUTOMOTIVE

Top 10 automotive headlines of H1

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Lexus drives into ASMR

By STAFF REPORTS

Luxury automakers have been thrown for a loop so far this year with new government policies in addition to shifting markets and new technologies, but they have continued to push forward in innovation.

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Experimentation with electricity, autonomy and infotainment have been at the forefront for automakers this year, especially in the luxury segment. In marketing, these automakers are also embracing new social ideas and breaking gender stereotypes.

Here are the top 10 automotive headlines from the first half of 2019, in no particular order:



Light projections are meant to help pedestrians trust autonomous cars. Image credit: Jaguar Land Rover

Jaguar beams ahead with autonomous vehicle research

British automaker Jaguar Land Rover created a new system that it hopes will increase consumer trust in autonomous vehicles as the development of self-driving cars continues.

As automakers continue to invest resources into self-driving vehicles, consumers are still apprehensive about the new technology, particularly about sharing the road with autonomous cars. Jaguar is testing new projection pods that are designed as one way to help ease drivers' concerns ([see story](#)).



Daimler and BMW Group launch a new mobility company. Image credit: BMW Group

BMW, Daimler hint at transportation's future with joint mobility company

German automakers BMW Group and Daimler AG are launching a new joint venture emphasizing mobility in an era during which younger, more urban affluents have evolving feelings about car ownership.

Announced in Berlin on Feb. 22, "Your Now" is the new umbrella cooperation that encompasses several urban mobility companies. Through new vehicle offerings and subscriptions services, luxury automakers have been working to reach city-dwelling affluents who have moved away from car ownership in favor of ridesharing services and other alternatives ([see story](#)).



Bugatti's La Voiture Noire sold for \$12.4 million. Image credit: Bugatti

Bugatti sells one-off car for \$12.4M

French automaker Bugatti celebrated its 110th anniversary with a record-breaking hyper car created specially for a brand enthusiast.

The one-of-a-kind Bugatti La Voiture Noire was sold for 11 million euros, or about \$12.4 million at current exchange, before taxes. While the record for a car sale is held by a \$48 million Ferrari 250 GTO from 1962, Bugatti's car has become the most expensive new car of all time ([see story](#)).



Jaguar Land Rover is launching its Smart Wallet. Image credit: Jaguar Land Rover

Jaguar Land Rover rewards drivers for sharing data

British automaker Jaguar Land Rover is making paying for services and goods while driving easier with the use of

cryptocurrency, as well as allowing drivers to earn rewards.

Drivers who agree to share information regarding traffic and road conditions will be able to earn cryptocurrency as they drive. The idea is to better serve the company's drivers with more information, driven by real information from real customers ([see story](#)).

Lexus highlights vehicle features through auditory journey

Toyota Corp.'s Lexus tapped into the ballooning social media phenomenon of ASMR in a film series that looks to define the sound of luxury.

Lexus hoped to awaken consumers' senses with a video series that takes viewers on an auditory journey. The collection of films showcased a variety of iconic sounds from Lexus vehicles in a heightened manner, spotlighting different parts of the car ([see story](#)).



Mercedes will gift thousands of girls in first grade a toy replica of the car driven by the first woman to win the Grand Prix

Mercedes inspires girls to be anything they want

German automaker Mercedes-Benz hoped to break gender stereotypes with a new toy car in partnership with iconic toymaker Mattel.

Known as the creator of Barbie, Mattel has been working to challenge gender roles is now making a toy car to show girls they can grow up to be anything they want to be. The car is representative of an important moment in history for women, as it is a die-cast Matchbox replica of the Mercedes-Benz 220SE in which Ewy Rosqvist won the Argentinian Grand Prix ([see story](#)).



Maserati's parent company Fiat Chrysler has proposed a merger. Image credit: Maserati

Fiat, Renault merger could lead to changes in luxury auto

Maserati owner Fiat Chrysler proposed a merger with fellow automaker Renault, which could impact the luxury automotive industry, as the move is so large.

This merger would place the new company as the third largest automaker in the world, and would likely include many job cuts as the automakers look to streamline costs. FCA announced May 28 that it has submitted a proposal with a combined business to be split down the middle ([see story](#)).



BMW is one of many automakers who have factories in Mexico. Image credit: BMW

Additional tariffs cause an uncertain future for US retail

The retail landscape in the United States continues to be uncertain, as President Donald Trump announces tariffs on Mexico.

Announced late May 30, a 5 percent tariff policy is being threatened on Mexico if the country does not get a handle on illegal immigration to the U.S. President Trump issued a deadline of June 10 through Twitter ([see story](#)).



BMW is among the luxury brands disrupting their own industry through tech. Image credit: BMW

Automotive alliances continue with BMW, Jaguar Land Rover partnership

An environmentally minded partnership between BMW Group and Jaguar Land Rover is the one of the recent collaborative effort in the luxury automotive sector as marques look to cut costs.

Alliances between automakers are intended to expand resources, not hamper competition. Recent joint ventures hint at a near future filled with electric vehicles and improved mobility and accessibility ([see story](#)).



The e-tron is an all-electric SUV. Image credit: Audi

Sustainability, SUVs shake up luxury automakers, force creativity

As regulations across the world strengthen and consumer demand changes, luxury automakers have the difficult task of building SUVs with little emissions while maintaining exclusivity.

Outside of the United States, emissions regulations are becoming increasingly stricter as the world looks for an

answer to the global climate crisis. These new parameters are forcing luxury automakers to get creative with their designs to keep the power and exclusivity that they are known for, at the same time as the SUV becomes ubiquitous, according to panelists on *Luxury Daily's* automotive webinar on June 12 ([see story](#)).

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