

EVENTS / CAUSES

Luxury automakers boot up new gadgets for NY auto show

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Land Rover Discovery preview

By JOE MCCARTHY

Luxury automakers are hewing to models with greater fuel efficiency and innovative technologies April 18-27 at the 2014 New York Auto Show.

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Luxury Daily

While many debuts are kept under wraps until the event commences, several brands are starting to ignite interest in their exhibitions. Jaguar Land Rover will unveil its new smartphone program along with a suite of technology, Aston Martin will extrapolate its Q personalization program and Bentley will tout the V8 Flying Spur.

"The New York Auto Show is the last auto show that really has an impact on consumers and new models," said Lauren Fix, automotive expert and author of ["Lauren Fix's Guide to Loving Your Car,"](#) Lancaster, NY. "So this is a very important show."

Atmosphere

The New York Auto Show is expected to attract more than one million attendees and will house approximately 1,000 vehicles on display.

In 2013, the event garnered 356,924,744 digital media impressions and 2,163,863,422 total impressions, according to [the annual review](#) conducted by the show.

The trend of increased social media engagement year-over-year will likely continue as brands up their activity on various platforms.

Automakers will be spread among eight different areas in the Jacob Javits Center in midtown Manhattan. Jaguar Land Rover, BMW, Mercedes-Benz, Lexus, Audi, Rolls-Royce, Maserati, Bentley, Porsche, Aston Martin and Bugatti have exhibits on the third level.

Mercedes-Benz, Lexus and BMW will also have spaces on the first level.

The lineup

Some luxury automakers have been less forthcoming than others about their auto show plans, which is probably proportional to the newness of each exhibition.

Most of the models on display have made appearances at earlier shows, such as the Geneva Motor Show and the Beijing International Auto Exhibit. Many automakers have designed model releases to dovetail with the auto show.

Bentley will be making the North American debut of its upgraded GT Continental line and the V8 Flying Spur. A concept vehicle will also be unveiled, likely for the brand's recently announced hybrid ([see story](#)).



Bentley V8 Flying Spur

McLaren's 650S acts as a centerpiece for the brand, which just launched a dedicated app for the car ([see story](#)).



McLaren 650s app

Attendees can stop by the BMW exhibit to check out the BMW X3, 4 Series Gran Coupe and a X5 plug-in hybrid.



BMW X3

Audi's A3 takes the stage for the German automaker that recently unveiled a global, multichannel campaign for the lineup ([see story](#)). Many brands including Maserati and Lexus have been pushing entry-level models in recent months in an effort to capture more market share.



Audi A3

Jaguar will be focusing on the F-Type Coupe that makes its North American debut in May. Land Rover has a host of technology that it will show off in tandem with its new Discovery model ([see story](#)).

The automaker will also be showcasing its new smartphone integration platform, InControl apps.



Jaguar Land Rover InControl apps technology

"The global reveal of Land Rover's new Discovery Vision Concept car alongside life-size replica of world's first commercial spaceship [will feature]," Ms. Fix said. "Land Rover, the British brand synonymous with adventure, will reveal a long-term global partnership with Richard Branson's pioneering commercial spaceline, Virgin Galactic."

Final take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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