

Top 25 Trending Developments in the Automotive Industry 2015

Trends that reflect a changing automotive market now & soon

Here is a list for Thought Leaders, Visionaries, & Investors from the publishing team at Automotive Information Network:

1. Big Data as a company's biggest ally, resource & problem– Who owns it is issue
2. Algorithmic programming is making decisions based on curated data,
3. Predictive Analytics in every industry segment being applied by data scientists
4. Connected Car Telematics- More V2V communications with each model year
5. Car Apps everywhere – Diagnostics, Scheduling, and Traffic Management
6. Vehicle Crash Avoidance –Mobileye & OEMs saving lives with new model systems
7. Dealer Education – New term for “dealer training” and mostly online
8. Black boxes in all vehicles—Soon tracking GPS systems in cars like in airplanes
9. Vehicle Asset & Driver Accountability –Vehicles & driver performance measurement.
10. Mobile Content Delivery (MRM) – will become most used content delivery platform
11. Autonomous Vehicles—Acceptance coming as safety is proven
12. Consolidation & corporatization of auto dealer operations- Thanks, Warren
13. Integration of Drone Technology to find, track, & inventory vehicles
14. Virtual Conferencing replacing & supplementing junkets to Vegas.
15. Customer Vehicle Asset Portfolio Management – OEMs to market to family “fleets”
16. Users not Buyers and Non Vehicle Ownership – Millennials driving this
17. Dealerships as total transportation management centers – Retailer stores do it all
18. Content Marketing – The most critical element of dealer & OEM communications
19. Vehicle Carbon Measurement vs mpg performance & standards
20. Power Plant and Battery Technology – Batteries Live & Fuel Cell Vehicles coming
21. Fuel Pricing, Supply, & Management - Buying of Corporate & Individuals Futures
22. Toll Highways replacing “Freeways”—Pay for highway upkeep as we go
23. Apple, Google, Microsoft Vehicle Technology –Merger(s) or buy-in by OEM(s)
24. Highway and Road Funding & Planning – Ongoing & Emerging crisis for U.S.
25. Transportation Systems Development & Technology controls roads & traffic