

# Frost Perspectives

## CES 2018 Automotive Expectations

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**AI and Digital Assistants could well be the Automotive Buzzwords of the Show but Electrification could be the real gem, a Frost & Sullivan perspective.**



As we are approaching the second week of January, the whole technology world across markets and industries will descend on Las Vegas to show off the best and brightest in their armory. What has quite visibly transformed into the most valuable automotive technology show is expected to showcase another round of innovations and next generation concepts around autonomous driving, infotainment and interior user experiences and in general the future of people and goods mobility. Frost & Sullivan has been covering the event in great detail over many years and this year based on the announcements from different automakers and technology players, we expect to see the following at the show.

### **Electrification and Fuel Efficiency Improvement**

Continental, besides their portfolio of ADAS and IVI solutions, is expected to show a new concept around wireless micro charging of EVs and the recently spun off Delphi is expected to showcase innovation around a system that improves ICE efficiency by 15

percent including its 48V mild hybrid system. The real fun part is going to come from the recently rebranded Aptiv group that is offering autonomous rides to people in partnership with Lyft. Nissan is expected to showcase its autonomous IMX concept with 350 miles plus of all electric range, besides showing the second generation 2018 Leaf. Mercedes is also expected to show its electric concept EQA, unveiled at IAA 2017 as a part of its EQ family with a proposed range of over 400 KM. Clearly many automakers and big suppliers are going to use CES to drum up their electrification aspirations, a theme that has been so common at conventional auto shows in the last two years. And as with every other year, a new Chinese EV startup Byton will unveil its electric crossover due for release in 2019.

### **Autonomous and Shared Mobility – in all Shapes and Sizes!**

While companies like Aptiv and Lyft are teaming up to offer autonomous rides to the public, Rinspeed the concept car company is bringing an interesting electric/autonomous concept called Snap that has a detachable body type with a fixed platform (including the Powertrain and Chassis). The Snap concept presents nice possibilities for people as well as goods moving. Several other companies related to the autonomous driving world from ADASky to Foresight automotive to LeddarTech on the sensor side to deep learning giants like NVIDIA (cannot reveal yet but interesting partners to be announced) to traditional suppliers like Autoliv and Faurecia are expected to show related concepts and in some cases the implication of autonomous driving to interiors and other areas of the vehicle.

### **Infotainment and User Experience – Digital Assistants the Word!**

Mercedes Benz is promising to unveil a new infotainment system MBUX that continues the large high resolution central display trend now common among luxury car makers. While it is not clear if this is a touch screen system, we wouldn't be surprised if it is given that Audi and BMW have already made that migration on their flagship models. Besides this, the big announcement from Hyundai on a personal assistant developed in partnership

with SoundHound is expected to be an interesting showcase. There is some other stuff to look for such as wireless Android Auto, Nissan's brain to vehicle research, Toyota's AGL open IVI system on the Camry (already showcased at other shows).

There are going to be several other innovations around OBDII solutions, data monetization, biometrics UX, teleoperation of autonomous vehicles, mobility as a service, OTA, Cybersecurity, affordable AI and others by startups and established companies. Frost & Sullivan's team will be at the show from 8th to 12th Jan and please drop us a line at [cpraveen@frost.com](mailto:cpraveen@frost.com) to set up a meeting.

(Image

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