

# INSIGHTS AND NEWS



ALLIANCE FOR AUTOMOTIVE INNOVATION

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## INDUSTRY

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### [ASA Releases Episode 2 of Technology and Telematics Podcast](#) →

Body Shop Business | 02/14/2022

The Technology and Telematics Forum Podcast, hosted by ASA in partnership with the Alliance for Automotive Innovation, features a variety of industry experts discussing the transition to an “all-electric” automotive future.

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### [Auto production restarts after the Ambassador Bridge is cleared.](#) →

The New York Times | 02/15/2022 | By Ana Swanson and Jack Ewing

The North American auto industry lumbered back to life on Monday after Canadian authorities cleared protesters and vehicles from a key trade route between the United States and Canada that had been closed for nearly a week.

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### [Federal EV charging network: \\$5 billion over five years, now states have to submit plans](#) →

Green Car Reports | 02/14/2022 | By Stephen Edelstein

The Interstate highways and Alternative Fuel Corridors are the start, and for the total five-year period, funding ranges between just under \$17 million for the District of Columbia, to \$407 million for Texas.

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### [Ford Pledges \\$1 Billion To Michigan Central Station Project](#) →

CarBuzz | 02/14/2022 | By Nikesh Kooverjee

Bill Ford, chairman of the Ford Motor Company, will be dedicating a \$1 billion investment to the Michigan Central Station headquarters which is set to act as a key location for developing innovation and mobility, expanding on electric products like the Ford F-150 Lightning.

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### [Ford doubles annual bonuses amid worker fury over controversial formula](#) →

Detroit Free Press | 02/14/2022 | By Phoebe Wall Howard

Ford Motor Co. informed employees Monday afternoon that it planned to revise its just-revealed annual bonus formula for salaried workers after a backlash that triggered executive strategy meetings throughout the weekend.

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### [Toyota Ventures Climate Fund: Bridging the Gap Between Headwinds and Innovation](#) →

Medium | 02/14/2022 | By Lisa Coca

I was thrilled when I met Jim and the rest of the Toyota Ventures team and discovered that we shared similar founder-first principles. Jim has been both a business executive and serial entrepreneur, and is intimately aware of the potential benefits and pitfalls of corporate-startup partnerships. Toyota Ventures has been architected to take advantage of the good and avoid the bad, and the team is unabashed in the pronouncement of the firm's mission... We invest to help discover "what's next" for Toyota.

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### **Musk donated over \$5.7 billion in Tesla shares to charity in November** →

Reuters News | 02/15/2022 | By Hyunjoo Jin

Tesla chief executive Elon Musk donated a total of 5,044,000 shares in the world's most valuable automaker to a charity from Nov. 19 to Nov. 29 last year, its filing with the U.S. Securities and Exchange Commission (SEC) showed on Monday.

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### **Uber CEO says you'll eventually be able to pay with cryptocurrency** →

Engadget | 02/14/2022 | By S. Dent

#### **It will need to become more environmentally friendly first, though**

Uber users will eventually be able to pay for rides using cryptocurrency, CEO Dara Khosrowshahi told Bloomberg. However, the company is essentially taking the same tack as Tesla by waiting for changes that will lower transaction fees and make it more environmentally friendly.

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### **Hertz Ordered To Release Records Of Fake Vehicle Thefts** →

CarBuzz | 02/14/2022 | By Jay Traugott

A Delaware bankruptcy court judge has ruled that Hertz must make public thousands of pages of documents that allegedly claim customers rented its cars and later stole them. There could be upwards of 8,000 people who were wrongly accused of doing so. Lawyers representing 230 Hertz customers claiming they were wrongly arrested brought the case to court.

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### **What's standing in the way of a better buying experience** →

Automotive World | 02/14/2022 | By Alex Smout

#### **Alex Smout argues that the buying experience is a business-critical strategy through which loyalty is earned and new revenue streams unlocked**

Consumers today are used to having things their own way. Whether it's recommendations on Netflix and Spotify, or bespoke shopping experiences on Amazon and ASOS, the customer experience is all-important. The automotive industry is no exception. As cars continue to become safer, more comfortable, and more environmentally friendly, the purchasing experience should also evolve. Various factors mean this evolution isn't happening as quickly as it should, however.

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## **CLEANER**

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### **EV startups hunt for an edge as big automakers roll out vans and trucks** →

Reuters News | 02/15/2022 | By Nick Carey and Ben Klayman

As traditional automakers prepare to churn out electric vans and trucks, startups are focused more than ever on finding a competitive or technological edge to stay on the road once their bigger rivals start moving through the gears.

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### **Automaker brings DeLorean name back to the future as an electric car company based at Port SA** →

San Antonio Report | 02/14/2022 | By Shari Biediger

Hold onto your flux capacitors: The DeLorean Motor Company is back and making San Antonio its home.

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### **Automakers Hope the Super Bowl Convinced Americans its Time to Go Electric** →

The Detroit Bureau | 02/14/2022 | By Paul A. Eisenstein

Nissan connected, at least according to advertising industry bible Ad Age. It rated the automaker's "Thrill Driver" spot, starring comedy legend Eugene Levy, as one of the game's 10 best. GM, meanwhile, ranked number five. It took a nostalgic turn with its "Dr EV-il" spot. It brought back the bad guy from the Austin Powers spy spoof movies — though here the bald baddie is convinced to beat an even more insidious villain, global warming.

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### **2022 Ford E-Transit review: Why it could be the most significant EV ever** →

Inverse | 02/14/2022

The E-Transit is a lightly modified version of the existing Transit van, trading an internal combustion engine for a battery and electric motor. It could be one of the most important EVs yet.

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### **Study: Hydrogen fuel-cell opportunity window has passed for cars, diminished for trucks** →

Green Car Reports | 02/14/2022 | By Stephen Edelstein

The moment for hydrogen fuel-cell passenger cars to play a major role in transportation has passed, and the window of opportunity is closing for heavy-duty trucks as well, according to a new study published as "comment" in Nature Electronics.

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## **SAFER**

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### **Pedestrian Deaths Spike in U.S. as Reckless Driving Surges** →

The New York Times | 02/15/2022 | By Simon Romero

Fatalities are climbing to record levels two years into the pandemic. Authorities cite drivers' anxiety levels, larger vehicles and fraying social norms.

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### **Campaign Shows Why Dummies Without Seatbelts Are Not the Only Ones Hurt** →

AdWeek | 02/15/2022 | By Stephen Lepitak

#### **Road Safety Scotland aims to highlight the dangers of driving without wearing a seatbelt**

Featuring images of crash test dummies and both the literal and figurative impact that a car crash has on them as well as their families, the main 40-second spot takes place within a testing facility as the drama unfolds. It begins with a car with a crash test dummy who is not wearing a seatbelt sitting in the driver's seat.

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### **Elon Musk calls NHTSA the 'fun police' after Tesla recalls** →

Automotive News | 02/14/2022 | By Craig Trudell

Tesla told NHTSA it would disable Boombox when its vehicles are in drive, neutral or reverse, to comply with a U.S. safety standard.

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### **Don't Plug In Pacifica Hybrids Due to Fire Risk, Chrysler Says** →

Consumer Reports | 02/14/2022 | By Keith Barry

#### **Minivans from the 2017 and 2018 model years are included in a new recall**

After 12 vehicle fires, Chrysler says owners of 2017-2018 Pacifica Hybrids shouldn't park near structures or cars, or plug in to recharge. Consumer Reports has details.

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## **SMARTER**

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### **Baidu's Self-Driving Vehicles Take a Turn With Olympics Showcase** →

Bloomberg | 02/15/2022 | By Andrew Grant

Aside from special demos, 2021 was a record year for autonomous vehicle testing with a combined 6 million miles driven on public roads.

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## **Council Post: From Sci-Fi To Main Streets: Autonomous Vehicles Case Studies From Around The Globe** →

Forbes Online | 02/15/2022 | By Alon Podhurst

Once considered a concept out of sci-fi, autonomous vehicles (AVs) are making a splash across the globe.

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## **Level 4 Autonomous Shuttles to Roll Out in the U.S. in 2024** →

Auto Evolution | 02/14/2022 | By Daniel Patrascu

There are a number of projects in the works for these first- and last-mile markets and the newest one was announced on Valentine's Day by Benteler Electric Vehicle Systems, Beep and Mobileye. The three companies joined forces for the development of "purpose-built, fully electric, autonomous movers" that could be deployed on North American roads as soon as 2024.

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## **U.S. Xpress Looks to Integrate Aurora Self-Driving Tech** →

Transport Topics | 02/14/2022 | By Jerry Hirsch

U.S. Xpress will collaborate with autonomous driving technology company Aurora Innovation to explore the deployment of self-driving trucks within the motor carrier's network.

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## **Driverless cars won't be good for the environment if they lead to more auto use** →

GreenBiz | 02/15/2022 | By Giovanni Circella and Scott Hardman

Major car companies, from Mercedes-Benz to BMW to Honda, are testing self-driving cars. But potential environmental impacts have taken a back seat.

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