MARKETING INNOVATIONS IN THE AUTOMOTIVE INDUSTRY GLOBALLY
ИНОВАЦИИ В МАРКЕТИНГА НА АВТОМОБИЛНАТА ИНДУСТРИЯ ПО СВЕТА
Todorov V., PhD Student in Marketing
Faculty “Management and administration” – University of National and World Economy, Sofia, Bulgaria
todorov_vladimir@yahoo.com

Abstract: In the center of the development of the new cars marketing tendencies in the next decades lay the innovations in few industries which interact between. This leads to the appearance of the autonomous vehicles, connected vehicles – between themselves, with the infrastructure and with the other personal smart belonging, incl. home; the strategic approach towards smart vehicles, shared vehicles, electric vehicles and finding ways this technology to become mainstream. These are now priority for the largest car manufacturers. The technology, Internet of Things, the environment and the change in the consumer behavior will create new types of products – smarter, more intelligent, more connected and integrated into connected ecosystems between the industries and businesses.

Keywords: MARKETING, AUTOMOTIVE INDUSTRY, AUTONOMOUS VEHICLES, ELECTRIC VEHICLES, FUTURE MOBILITY, MARKETING TRENDS, INNOVATIONS

Introduction
The desire for travel has its consequences: the cities become noisy, congested and polluted. (Bouton S, Knupfer S, Mihov I, Swartz S, 2016, McKinsey). People spend hours in the traffic and the air pollution is inevitable. The mobility becomes critical for the economy, because of the movement of goods and services. Everybody is moving around with some purpose – to school, to the office, going see friends and family. However moving form A to B is safe, ecological, affordable and reliable on very few places.

It is expected that the way people travel in the cities will change dramatically. (Neuman C-S, 2015, McKinsey). New business models, such as Uber, already change the traditional ways of travel. The technological innovations such as electrification, connectivity, Internet of things (IoT) and autonomy are already in place. The increased urbanization of the megacities (Dobs R, 2010) with more than 10 million citizens, offers opportunities for change.

The mobility systems will differ than current ones. In the center of this evolution is going to be the individual traveller, and the consumers should be opened to new technologies and services. The public and the private sector are the ones to pave this way. Of course the innovation and the communication strategy should be always synchronized. (Chernatony, 2003)

Innovation trends
In the next 10-15 years, lots of trends – from decentralizing the energy sector up to the IoT, are going to connect and will create drastic changes in the mobility systems. There are two main factors for going this direction. (Hannon E., McKerracher C., Orlandi I., Ramkumar S., 2016, McKinsey). First, some key tendencies in the mobility – electrification, shared driving and the autonomous vehicles, are about to happen. The prices of the lithium-ion batteries will drop in the next decade. The shared driving and hailing services are happening on some big cities around the globe, due to the smartphones evolution and solid financial resources. Almost all big automotive and technological companies form partnerships or alliances, in order to provide human-less mobility. The second factor is that the tendencies in connected areas are boosting one another. The urbanization is expected to increase the average population density in the cities with 30 % by 2030. The sustainability will become more important for the individuals and the managers of the companies. The increase connectivity begins to reveal lots of opportunities for the shared mobility, as well as the autonomous driving, safety on the road and the potential services which to be offered inside the vehicles.

The combined impact of both factors will be significant. The more shared mobility will impact the sales of electric vehicles, because of the more intense usage of these shared vehicles, improving the economies of ownership. The bigger manufacturing of electric vehicles will decrease the cost of the batteries development. It will provide usability in the close areas such as distributed storage. The decrease cost of the electricity could improve impact of the greenhouse effect by the electric vehicles as they will have more charge by low-carbon resources. There is powerful dynamics based on the strong interaction.

Today not many cities have effective mobility infrastructure – developed and working public transport, ecological ways to move around and stimulating them, or to have managed to limit congestion and pollution. It is recommended to combine shared mobility, autonomous cars and transport electrification with integrated energy systems, public transport and the infrastructure. It is expected that the future will be radically different, based on three models of advanced urban mobility, which to be achieved by 2030 (Hannon E., McKerracher C., Orlandi I., Ramkumar S., 2016, McKinsey). Each will be appropriate for the specific type of metropolis depending whether it has dense, it is developing, or it is spread with suburban. The cities will be able to demonstrate the effects of the mobility innovation on everything – from electrical systems up to the usage of public spaces, thus creating new dynamics. (Bouton S, Knupfer S, Swartz S., 2016, McKinsey).

The new ways of transportation will cause changes in other sectors which will have to find new solutions and opportunities. The electric vehicles could represent 3% of power demand worldwide, and almost 4% in Europe by 2030. Various electricity supply plans could leverage the negative effects coming from the charging of the cars. The electric vehicles could support the increased usage of alternative energy resources for charging. (Hannon E., McKerracher C., Orlandi I., Ramkumar S., 2016, McKinsey).

The automotive industry is about to change fundamentally in the future, and the car ownership models should be reconsidered in the direction of range of transportation services provision. The electric vehicles are direct competitor of the conventional ones. The gas stations network should consider various ways to benefit from the new future technologies and to be able to provide to give value and new experiences to their customers, i.e. charging infrastructure, shopping centers, shared ride stations etc. There are huge opportunities for the technological companies as well, because with the growth of the smart vehicles and the connectivity, there will be bigger demand for software and sensors.

The new innovative technologies change the ways the companies develop and manufacture the vehicles too. Electric powertrains and fuel-cell powertrains offer better performance, with less investment at lower emission levels. (Consumer reports, 2014). The new lighter materials allow for the manufacturers to lower the weights of the cars without sacrificing the safety and to provide better fuel economy and lower emissions too. The customers could even invest more in their current vehicles because of the new customization era. (Corwin S., Vitale J., Kelly E., Cathles E., Deloitte 2016). This will change the options and the design of the existing vehicles. This new maret segment could offer lighter, smarter vehicles, with very different design.

The most important trends and findings are those connected with the introduction and launching the autonomous vehicles. The connected vehicles are developing rapidly – all the innovations which are integrated, the communications technologies and IoT – in order to ensure important services for the drivers. (Ninah et al.
The autonomous technology and opportunities will result in more shared vehicles, more autonomous taxi cars and more sharing of the privately owned vehicles. (Fagnant D. and Kockelman K., 2013; Schonberger and Gutmann, 2013). The possibility of one household vehicle to serve many users, could decrease the ownership with 43% and to increase the mileage with up to 75% (Sivak M. and Schoettle B., 2015). The potential benefits which the advocates of autonomous technology foresee are the significant convenience, safety, congestion reduction, fuel efficiency, energy savings pollution decrease. Human mistake causes 93% of the road accidents and the autonomous vehicles will decrease these accidents by 90% (KPMG 2013; Fagnant D. and Kockelman K., 2015), incl. the system errors (“death by computer”), cyberterrorism (Bilger B., 2013), and will compensate the risk of the human behavior on the road and the side effects such as increased traffic caused by the faster or more cost-effective way of travel. (Ecenbarger W. 2006: Fung B., 2015; Kockelman, et al. 2016; Lin P., 2013; Ohnsman A.,2014). The decrease of privately owned vehicles will decrease the parking issues. The necessity of conventional public transport services will also decrease. To have clear and visible benefits of the self-driving cars, dedicated autonomous vehicles lanes will be required, which will change the infrastructure of the cities. (Litman T., Victoria Transport Policy Institute, 2017) The autonomous vehicles will solve the parking issues, but they will reduce the the important incomes for the cities by parking. Besides the drives, other professional occupations will disappear. If the accidents on the road are reduced, then industry working on this will be seriously changed. This includes insurance business, aftersales, repair shops and workers, spare-parts suppliers etc. (Anderson J. et al. 2014, Rand.org) 

It’s the main trend in the new cars marketing – the transformation of the traditional conventional cars into autonomous, with sharing between many consumers, with smart options for management, e-hailing, and providing personal and customizable services inside, thus transforming it into new type of media. When the autonomous vehicles become bigger part of the fleet on the road and most of the transits are autonomous, they could reduce significantly the risk on the road, congestions, parking issues, as well as to ensure energy savings and reduction of the CO2 emissions. (Litman T., Victoria Transport Policy Institute, 2017).

The autonomous driving

This innovative technology can be understood in five ways of driving, proposed by National Highway Traffic Safety Association (NHTSA, www.nhts.gov), which provides various benefits, depending on the autonomy level:

- Level 0: the human drive does everything;
- Level 1: an automated system on the vehicle can sometimes assist the human driver conduct some parts of the driving task;
- Level 2: an automated system on the vehicle can actually conduct some parts of the driving task (e.g. wheel and acceleration), while the human continues to monitor the driving environment and performs the rest of the driving task;
- Level 3: an automated system can both actually conduct some parts of the driving task and monitor the driving environment in some instances, but the human driver must be ready to take back control when the automated system requests;
- Level 4: an automated system can conduct the driving task and monitor the driving environment, and the human need not take back control, but the automated system can operate only in certain environments and under certain conditions (or fully automated driving);
- Level 5, the automated system can perform all driving tasks, under all conditions that a human driver could perform them (or driverless operation).

The autonomy could increase the mobility of those who are not able or don’t want to drive. At level 4 there the technology will be
Level 3 could also increase the longer commuting. This could make the people to settle at far distance from the main part of the cities. The autonomous vehicles could lead to higher spread of the population and usage of less populated areas around big cities. However inside the metropolis areas it could lead the population density due to the reduced need of parking space. At Level 4 the autonomous vehicles could just leave the occupants at their destination and to drive to satellite parking zones, leading to potential decrease of car ownership. (Litman T., Victoria Transport Policy Institute, 2017).

Litman T. continues to argue on other potential benefits of the autonomous technology. The overall effect on the energy usage and pollution is still not clear, but it seems both will be decreased. The autonomous vehicles will allow fuel efficiency, allowing acceleration and breaking 4-10% smoother than by humans. The other improvements could include less distance between the vehicles leading to road capacity incremental. The platooning suggests less stops or speed changes. It allows lower speed (meaning fuel economy), but more effective overall speed, meaning improved time for travel. As the accidents suppose to be reduced with time, the cars and the trucks will have lower weight, which will increase fuel efficiency. The autonomous vehicles would decrease the air pollution by using alternative fuels and powertrains. If the accidents reduction allows lighter vehicles, then this will solve lots of the issues with the electric vehicles range, resulting into higher demand. At Level 4, the vehicles could drop off their occupants at the given destination and continue to the charging station or to the gas station by themselves. Still it is a disadvantage the lack of developed charging infrastructure for the alternative fuel vehicles.

Litman T. argues on potential disadvantages as well. Many of the disadvantages exist in the benefits themselves. As the autonomous vehicles would decrease the congestion cost and would improve fuel efficiency, they would decrease the personal cost for driving. Due to this fact and increased mobility of people who are not able to drive, the total vehicle-travel would increase leading to negative external effects like congestion and increased fuel economy. However, despite of the congestions, the technology could increase the road permeability due to the mobility effective vehicle operations and the overall delay due to decreased. The autonomous driving capability will probably increase vehicle purchase prices by thousands, and may require hundreds in annual subscription fees for special assistance, navigation and mapping services. The analysis suggests that effects which increase vehicle travel are more numerous and significant than those that reduce vehicle travel, so self-driving vehicles are likely to increase total vehicle travel, although these impacts are difficult to predict and will depend on specific autonomous vehicle implementation, such as their performance, technical matters, user costs, fuel and road prices.

A research (Burns L., Jordan W., Scarborough B., The Earth Institute, Columbia University 2013) presents three different scenarios to evaluate the personal mobility. They combine mobile internet, autonomous vehicles, shared automotive systems, specific-purpose vehicle design and advanced powertrains. The results show that this new mobility system has the potential to provide better overall performance at lower cost at varrious conditions. It provides significant benefits for sustainability through improved air quality, reduced congestions, energy savings, lower emission levels, efficient space and land use and equal rights for travel and access. It suggests several models which define the connection between the geographical regions and the cost and performance of the coordinated shared autonomous mobility systems.

It is possible now to be provided better ways for mobility at lower cost for the consumers and society. This opportunity is a result of combination of five technological and business enablers:

- “Mobility internet” does for the movement of people and goods, what Internet has done for the movement of information by coordinating large amounts of real-time data.
- Self-driving vehicles operate without human control, allowing to occupants to spend their time in the vehicle as they please, without endanger themselves or the others on the road.
- Shared vehicles are by several people throughout the day rather exclusively by individual drivers who leave them parked 90% of the time during the day.
- The specific-purpose vehicle design is developed to respond to the type of mobility and the number of occupants they serve, which makes them efficient to energy, space and cost compared to the conventional vehicles.
- The new advanced powertrains allow the usage of alternative sources to move the cars and trucks. This includes electric drive, electric motors and electronic and digital control in addition or separately to the regular combustion engines. Individually each of these are significant advantage to the contemporary transport infrastructure. Combined in a new innovative way to enhance the customers’ experience in the vehicles, they bring drastic improvements and transformational changes.

The new mobility system can improve people’s life which is shown via three examples and analytics models, give by the authors. The new system combines the existing developments in the autonomous vehicles with the emerging of the mobility internet, which could coordinate the movement of the vehicles in space in time. The new mobility could work if optimally sized shared fleets of driverless, coordinated, specific-purpose vehicles are available. The customers could request a ride via app on their smartphone. An autonomous vehicle arrives at their door within few minutes and gives them a ride straight to their destination. During this trip the occupants can use their time as they please (reading, eating, talking on the phone, working, sleeping, watching a movie, listening to music). Furthermore, personalized playlists could be offered to the customers based on their entire mobile experience, browsing and made choices during their previous trips. Upon arrival, the vehicle leaves the passengers and continues to its next destination for next client, without any need to park anywhere.

The authors conclude that, by combining the five business and technological factors, could be achieved much better performances at lower cost. This new mobility system is more attractive in comparison to the other ways for public transport, due to its potential to be more convenient, more energy- and resources efficient, more cost-effective, and much safer and cheaper. The shared vehicles bring this efficiency, which lead to cost-saving. The economy of scale could be reached rapidly, the autonomous vehicles are comfortable for the consumers. The results are similar in the different types of cities. The benefits for sustainable growth are significant with the autonomous shared vehicles.

The autonomous vehicles can impact also flying experiences. (Schwab K., 2017). It is foreseen that 54 million autonomous vehicles will be on the road by 2035 and it is projected that nearly every vehicle will be autonomous by 2050 (IHS Automotive, 2014). The ease and convenience of using a self-driving car for six or seven hours while working remotely or sleeping could mean fewer short-haul flights. The convenience of self-driving cars could force airports to rethink their entire experience design – baggage, check-in, security lines. To compete with self-driving cars, the airlines will have to shift the services they’re offering. Most importantly, they may need to offer door-to-door service, picking up customers from their homes or convenient pick-up locations and delivering them directly to the airport. That’s something that
already happens in luxury travel. Plane manufacturers are thinking about autonomous vehicles as well. In collaboration with Italdesign, Airbus recently released a concept vehicle that’s part self-driving car, part self-driving drone.

Self-driving cars will likely fundamentally alter the nature of the airport itself. They could eliminate the need for parking structures, since people’s cars can drop them off and simply drive back home. When the parking structure is not longer needed, airports will have a large chunk of real estate that could be turned into hotel conferencing rooms.

The rise of the self-driving cars will have serious impact on the society. It can be identified ten developments in three eras, in connection with the self-driving cars. (Bertoncello M, Wee D., 2015 McKinsey&Company). These vehicles are serious innovation for the automotive industry, but their potential influence as time, adoption and penetration are not clear. The self-driving vehicles could really play a crucial role for the economies, businesses, industries, mobility and society. To clarify these issues, the authors interview 30 experts globally and then the information is combined with data by Automotive & Assembly and High-Tech Practices, to be proposed relevant point of view for the impact of the new type of vehicles.

First era is focused on the conditions before the autonomous vehicles being on the market for use by the consumers, or at the phase of development and new mobility models begin to emerge. The second era argues on the autonomous vehicles at the phase of early adoption, and the last era projects the changes which could follow when the autonomous vehicles become primary means of transportation.

References


Bertoncello M, Wee D, Ten ways autonomous driving could redefine the automotive world, 2015, McKinsey&Company


Burns L, Jordan W., Scarborough B., Transforming Personal Mobility, 2013, The Earth Institute, Columbia University www.earth.columbia.edu


Eeenbarger W., Buckle Up Your Seatbelt and Behave, Smithsonian Magazine (www.smithsonianmag.com); 2009,