

# AUTOMOTIVE INDUSTRY

The Innovations. The Insights.

Hi there,

Welcome to the July 2024 edition of AutoPulse, our monthly newsletter dedicated to illuminating the forefront of innovation and offering profound insights into the automotive industry & CX. It is our mission to empower you with knowledge & inspire your journey in this dynamic sector. We trust you will find the content not only informative but also enriching.

**Top Headlines:**

- **Lucid's Q2 sales rise 71% on factory incentives of more than \$16,000 per vehicle:** Lucid delivered 2,394 Air sedans in 2Q2024 on production of 2,110. [Factory incentives](#) in the quarter rose to \$16,537 per vehicle versus \$9,924 a year earlier.
- **China's BYD signs deal to open \$1B electric car plant in Turkey:** BYD is set to [add Turkey](#) to the [growing number](#) of countries opening plants, including Hungary, Thailand, and Brazil.
- **GM to pay \$145.8M penalty after U.S. finds excess emissions in 5.9M vehicles:** NHTSA said GM will pay a penalty for fuel economy [compliance issues](#) & cancel more than 30.6 million fuel economy credits for the 2008-2010 model years.
- **Hybrid loyalty, sales share reach record highs:** [Hybrids' consistent](#) climb in popularity contrasts lukewarm EV demand.
- **Stellantis lays off 1600 for temporary shift cut at Warren Truck plant:** Stellantis said its Warren Truck Assembly Plant near Detroit will be down to one daily production shift for at least the next month, resulting in a [temporary layoff](#) of about 1,600 workers.
- **Volkswagen invests \$1B in Rivian with plans for a joint venture:** The two automakers plan to establish a [joint venture](#) and create next-generation electrical/electronic architecture for EVs. As part of the deal, Volkswagen would receive immediate access to Rivian's current E/E-architecture technology for use in its own EVs.
- **CDK Global to restore systems after cyber attack cripples 15k auto dealers:** A [restoration process](#) has been found for the nationwide CDK Global hack that crippled 15k auto dealers' systems nationwide.

**Top CX Technology Trends:**

- [AI Revolutionizing CX:](#) How AI is Revolutionizing the Customer Experience in the Automotive Industry.
- GenAI in Automotive: [Using GenAI](#) to revolutionize the Automotive CX
- Auto Industry 2025: Shaping the Auto Industry 2025 with [AI & CX](#)
- [CX in Automotive:](#) CX is the new differentiator in Automotive.
- CX Trends 2024: Unleashing the [Power of CX](#)
- [Key Trends in Aftersales CX:](#) The Five Key Trends in Aftersales CX in 2024

Best Regards,

Ashok

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