

AUTOPULSE- A MONTHLY NEWSLETTERSoftClouds
OPTIONS REDEFINED

AUTOMOTIVE INDUSTRY

The Innovations. The Insights.

Hi there,

Welcome to 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 and inspire your journey in this dynamic sector. We trust you will find the content not only informative but also enriching.

Quote for the Month:

“Innovations in AI & Connectivity will transform how we interact with vehicles, making every journey smarter, safer, and more personalized.”

Kiran Ravat

Global Strategic Manager, SoftClouds LLC

Top Headlines:

- **Tesla Update:** shareholders [vote to reinstate](#) Elon Musk's \$56 billion pay package.
- **Toyota lost** over \$15 Billion in market value after being caught falsifying tests: Toyota shares [plunged more](#) than 5% since May 31, Shares of Mazda saw a larger loss, falling 7.7% since May 31.
- **Fisker bankruptcy:** Fisker bankruptcy looms per latest SEC filing shows it defaulted on a [\\$3.5 million loan](#).
- **Kia Dealer** allegedly discovers you can only pretend to sell cars for so long before you get caught: Kia America [sued Dan O'Brien Auto Group](#), claiming its 3 Kia dealerships submitted hundreds of fraudulent sales reports.
- **US Energy Secretary** calls for higher US tariffs on Chinese vehicles crucial for automakers: Jennifer Granholm said [quadrupling import duties](#) on Chinese electric vehicles to over 100% in August is crucial to the health of the U.S. auto sector.
- **Gatik foresees** hundreds of self-driving trucks on the road soon, and that's just the beginning: Self-driving truck startup Gatik Inc. is [making preparations](#) to deploy hundreds of driverless trucks – and scale its commercial operations from there.
- **Jeep, Ford** top survey of most patriotic brands: Jeep has been [1 in the annual survey](#) every year since it started in 2002, while Ford repeated as No.2 for the second year in a row.

Top CX Technology Trends:

- [Enhancing Automotive CX](#): Key Trends and Strategies.
- Practical Strategies to Improve CX: Top 7 [Practical Strategies](#) for Improving CX in 2024
- [CX & Next-Gen AI](#): How CPQ & Field Service can be supercharged.
- CX in Automotive: CX is the new differentiator in [Automotive](#).

Stay ahead of the curve with our newsletter, your go-to source for the latest in automotive innovation.

Have an article or breakthrough story that can ignite minds and fuel discussions? We would love to feature it in our next edition.

Spark a conversation with our editors? Reach out to info@softclouds.com and let us drive the future of automotive technology together!