# The future of the automotive industry: AI and automation reshaping transport



Recent developments in the automotive sector are highlighting the intersection of artificial intelligence and automation technologies, particularly as companies adapt to increasing pressures and changes in market dynamics. Notably, Honda has introduced its 0 Series electric vehicles (EVs) and previewed the Asimo operating system, which showcases advancements in automated driving capabilities. These innovations suggest a significant shift towards more integrated AI-infused driving technologies, potentially altering the future landscape of automotive transport.

In a discussion with CBT News, auto experts Lauren Fix and Tom Maoli addressed the potential implications of shifting political landscapes on the automotive market, specifically regarding tariffs and electric vehicle policies. Given the anticipation surrounding future policy adjustments under a potential Trump administration, these changes could lead to a reconfiguration of industry practices. Maoli noted, “The landscape is changing; manufacturers and dealerships must adapt rapidly,” reflecting the ongoing evolution within the sector.

Meanwhile, BMW has maintained its status as a leader in U.S. luxury sales, overcoming various market challenges. This resilience is indicative of strong brand loyalty and effective marketing strategies, even as the industry confronts the ramifications of emerging technologies and shifting consumer preferences towards sustainability and automation.

Further insights come from the realm of private equity, where Franchise Equity Partners is working to revolutionise automotive dealerships. Their approach focuses on leveraging private equity to catalyse growth and consolidation within dealerships, offering them tools to navigate a volatile market. Dave Cantin, CEO of the Dave Cantin Group, alongside experts from Franchise Equity Partners, emphasised the importance of adaptability in retail strategies to meet evolving consumer demands.

As the automotive industry grapples with these fundamental changes, it is clear that the integration of AI and automation will continue to shape business strategies, redefine consumer experiences, and drive innovation across the sector. The ongoing dialogue between industry leaders suggests that collaboration and adaptation are critical as companies position themselves within an increasingly automated future.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://global.honda/en/newsroom/news/2025/c250108aeng.html> - Corroborates Honda's introduction of the 0 Series electric vehicles and the ASIMO operating system, highlighting advancements in automated driving capabilities.
2. <https://www.youtube.com/watch?v=Ko9hJTEYpVw> - Provides details on Honda's 0 Series models, including the Honda 0 SUV and Honda 0 Saloon, and the ASIMO OS for automated driving and other vehicle systems.
3. <https://global.honda/en/tech/Honda_SDV_ASIMO_OS/> - Explains the role of ASIMO OS in Honda's software-defined vehicles (SDVs), including its control over electronic control units and continuous updates via OTA.
4. <https://global.honda/en/newsroom/news/2025/c250108aeng.html> - Details Honda's Level 3 automated driving technology and its integration into the Honda 0 Series models.
5. <https://www.noahwire.com> - While not directly accessible, this is the source mentioned for the overall context of automotive sector developments, including policy implications and market adaptations.
6. <https://global.honda/en/newsroom/news/2025/c250108aeng.html> - Discusses the integration of ASIMO OS with advanced driver assistance systems (AD/ADAS) and in-vehicle infotainment (IVI) systems.
7. <https://www.youtube.com/watch?v=Ko9hJTEYpVw> - Highlights Honda's commitment to advancing automated driving technologies and the 'Wise' value of the Honda 0 Series.
8. <https://global.honda/en/tech/Honda_SDV_ASIMO_OS/> - Explains how ASIMO OS connects to the cloud for software updates and external information linkage, enhancing vehicle functions and user experience.
9. <https://global.honda/en/newsroom/news/2025/c250108aeng.html> - Mentions Honda's goal of realizing carbon neutrality through electrification and the role of ASIMO OS in software-defined vehicles.
10. <https://www.youtube.com/watch?v=Ko9hJTEYpVw> - Describes the design and features of the Honda 0 Saloon and Honda 0 SUV prototypes, including their automated driving and user experience enhancements.
11. <https://www.cbtnews.com/cbt-automotive-newscast-january-08-2025/> - Please view link - unable to able to access data