# How AI is transforming the automotive industry



In recent trends dominating the automotive industry, the integration of Artificial Intelligence (AI) is reshaping business practices and operational efficiencies. As industry players navigate a shift towards automation, diverse developments are emerging that promise to significantly impact the future of automotive retail.

Recently, CDK Global announced plans to showcase AI-driven innovations ahead of the NADA Show in 2025. Barb Edson, Executive Vice President and Chief Marketing Officer at CDK, provided insights into how the company is maintaining its position at the forefront of technological advancement in the industry. At the NADA Show, CDK Global is expected to unveil products that facilitate dealer operations and enhance customer experience, responding to an evolving market landscape shaped by rapid technological progress.

Similarly, in a recent episode of 'Driving Solutions', PureCars CEO Aaron Sheeks emphasised the role of AI in transforming dealership operations. The introduction of their AI product, Rylee AI, is one such development that signifies the ongoing shift in automotive retail towards data-driven solutions. Sheeks discussed the achievements of PureCars in 2024 and outlined the various challenges that dealers currently face. With 2025 being identified as a crucial year for the industry, Sheeks shared strategic insights aimed at helping dealerships adapt to emerging trends and consumer demands.

In addition, a virtual dealer roundtable orchestrated by hosts Dave Cantin and Jim Fitzpatrick featured prominent state association presidents. This roundtable brought together leaders such as Brian Maas from the California New Car Dealers Association, Darren Whitehurst from the Texas Automobile Dealers Association, and Ted Smith from the Florida Automobile Dealers Association. The discussion focused on pressing issues within the industry, including the potential of AI to drive efficiencies and optimise business practices amidst a complex economic backdrop.

As these conversations unfold, the trend toward incorporating AI into everyday business functions in the automotive sector reflects a broader evolutionary trajectory in how companies operate. The utilisation of advanced technologies not only aims to enhance customer engagement but also supports dealers in streamlining processes and maximizing productivity.

Amidst these developments, notable industry events such as the emergence of mobile EV charging units by General Motors, aimed at aiding recovery efforts in Los Angeles following recent wildfires, demonstrate the ongoing push for innovation in sustainability and operational resilience. Moreover, the discussions between Hyundai and General Motors indicate a focus on addressing sales slumps along with ongoing tariff concerns, showcasing the multifaceted challenges that businesses face in an increasingly competitive environment.

The future of automotive business practices seems to be intricately tied to the growth of AI and automation, signifying a shift that could redefine traditional roles and operational frameworks within the industry. As AI continues to evolve, stakeholders within the automotive sector are closely monitoring these advancements to harness their potential benefits and navigate the complexities ahead.

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

## References

* <https://www.cbtnews.com/cbt-automotive-newcast-january-23-2025/> - This article supports the claim about CDK Global's AI-driven innovations and their participation in the NADA Show 2025. It also mentions PureCars' AI product, Rylee AI, and its impact on dealership operations.
* <https://www.cbtnews.com/cbt-automotive-newcast-january-23-2025/> - This source corroborates the information about the virtual dealer roundtable featuring state association presidents discussing industry challenges and AI's role in enhancing business practices.
* <https://www.cbtnews.com/cbt-automotive-newcast-january-23-2025/> - It provides details on General Motors' deployment of mobile EV charging units for wildfire recovery efforts, highlighting innovation in sustainability.
* <https://www.cbtnews.com/cbt-automotive-newcast-january-23-2025/> - This article mentions discussions between Hyundai and General Motors regarding EV supply and tariff concerns, reflecting the industry's multifaceted challenges.
* <https://www.noahwire.com> - This is the source of the original article discussing trends in the automotive industry, including AI integration and its impact on business practices.
* <https://www.cbtnews.com/cbt-automotive-newcast-january-23-2025/> - It supports the claim about the significance of 2025 for the automotive industry, with insights from PureCars CEO Aaron Sheeks on strategic adaptations needed by dealerships.
* <https://www.cbtnews.com/cbt-automotive-newcast-january-23-2025/> - This source provides information on CDK Global's position in technological advancements and their plans for the NADA Show.
* <https://www.cbtnews.com/cbt-automotive-newcast-january-23-2025/> - It highlights the role of AI in transforming dealership operations and enhancing customer experience, as discussed by industry leaders.
* <https://www.cbtnews.com/cbt-automotive-newcast-january-23-2025/> - This article mentions the challenges faced by dealerships and how AI-driven solutions like Rylee AI are addressing these issues.