



CARMA NEWS BRIEF

Automotive Media Roundup

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COVERAGE: June 1 - June 15, 2023

Welcome to the CARMA Automotive Media Roundup, your monthly dose of hand-curated industry news.

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Notable Stories

Porsche Mission X: A Peek into the Future



Porsche's annual showcase unveiled the Mission X, a hyper car blending heritage and innovation, marking a significant stride in the electric vehicle market. The hyper car caught significant attention from the media, with many outlets considering it a masterstroke by Porsche in the high-stakes EV chessboard. [\(Auto Evolution\)](#)

Why it matters

The unveiling of Mission X underscores Porsche's commitment to a sustainable future without compromising the brand's signature performance. This move could shape the future of high-performance EVs, potentially steering the industry towards a more thrilling, performance-oriented landscape.

Toyota Redefines the Scope of Hybrid Technology

Toyota also made headlines with the launch of a track-ready Prius, the Prius 24h Le Mans Centennial GR Edition, marking a radical departure from the Prius' reputation as a sedate, eco-friendly family car. [\(Car Scoops\)](#)

Why it matters

This bold move from Toyota could shape perceptions of hybrid technology, presenting it not just as an eco-friendly alternative but also a legitimate performance option. It demonstrates Japanese automakers' resolve in championing a carbon-neutral society without sacrificing the thrill of driving.



Ferrari's Historic Win at Le Mans



For any ardent motorsport enthusiast, the mere mention of the 24 Hours of Le Mans stirs a profound sense of respect. This year, Ferrari, a name synonymous with speed, passion, and design, reclaimed the crown after 50 long years. The media's response was a wave of praise. [\(The Sunday Times\)](#)

Why it matters

This victory has significant implications for Ferrari's brand. The luxury manufacturer has proven their prowess and commitment to pushing boundaries, instilling fresh hope and excitement among fans and critics alike. It's not just a boost for Ferrari but also for the motorsport industry, revitalizing the spirit of competition and innovation.

Notable Quotes & Commentary

"The Porsche Mission X is a technology beacon for the sports car of the future." [\(Performance Drive\)](#)

Oliver Blume – Chairman of Porsche

"Toyota has unveiled a new, sporty edition of its latest Prius! Welcome to the world of the Prius 24h Le Mans Centennial GR Edition." [\(LinkedIn\)](#)

Piotr Pawlak – President at Toyota Norway

"After 50 years, we have returned to participate in the highest category of endurance, which has marked our history and that of motorsport." [\(Motori Online\)](#)

John Elkann – Chairman of Ferrari

In Case You Missed It

The Ford-Tesla Charging Standard

Ford's decision to allow its customers to use Tesla's electric-vehicle charging network signals a major shift in the EV landscape. This announcement stirred up the media and the industry, raising questions about a unified U.S. charging standard and the future of smaller charging startups. [\(Auto Blog\)](#)

Kia Admits PHEVs Tough Sell

Kia's recent statement on plug-in hybrids (PHEVs) reflects the complexities of marketing emerging automotive technologies. Even as the company continues to produce PHEVs, Kia's Australian marketing general manager Dean Norbiato reveals the difficulties of selling the concept to customers. [\(Car Expert\)](#)

Aston Martin's Dependency on Mercedes Engines

Aston Martin's acknowledgement of its reliance on Mercedes for engine technology and electric architecture paints a picture of symbiotic relationships within the automotive industry. [\(Motor 1\)](#)

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