




MAY 5 - MAY 17
2023

Total Coverage



MAINSTREAM ARTICLES
433

Top Stories

NON-AUTONOMY

Driving Thrills First

Ferrari, highlighted its commitment to enhancing the driving experience. CEO Benedetto Vigna made it clear that the company values performance, comfort, and infotainment software, but will not be investing in autonomous software.

MOTORSPORTS

F1-Driven Success

Aston Martin showcased its recent accomplishments in Formula 1 and unveiled its ambitious future plans, of producing eight new cars within the next two years. Furthermore, they revealed their intention to incorporate Formula 1 technologies into their inaugural electric car, scheduled for release in 2025.

ACCESSIBILITY

Affordable EVS

Renault emphasized its mission to make EVs more accessible. CEO Luca de Meo announced that Renault is working on an affordable, entry-level electric vehicle set to debut in 2027, drawing inspiration from Japanese kei cars.

Most Mentioned Brands



17%



14%



14%



11%



11%

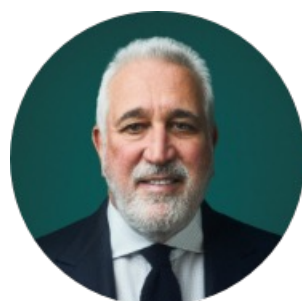
Top Spokespeople Quotes



Benedetto Vigna

CHIEF EXECUTIVE OFFICER AT FERRARI

“There are four kinds of software. There is performance software, there is comfort software, there is infotainment software, and there is autonomous. The last one, we don’t care.”



Lawrence Stroll

CHAIRMAN AT ASTON MARTIN

“Aston Martin will now focus on the front engine sports cars that are the core of the brand, along with adding variants of the DBX SUV.”



Luca de Meo

CHIEF EXECUTIVE OFFICER AT RENAULT

“So I think that there is some intelligence in that kind of concept, because it’s not only a product issue. It is a product-plus-regulation [issue] to enable efficient and low-impact human mobility.”



Arno Antlitz

CHIEF EXECUTIVE OFFICER AT VOLKSWAGEN

“Now we can do a lot in terms of economies of scale. Within our volume brand group, we’re producing four vehicles along with Cupra and Skoda. That volume will help us to bring prices down to be competitive and also still make money.”



Henrik Fisker

CHAIRMAN & CHIEF EXECUTIVE OFFICER AT FISKER INC

“Our next vehicle will start probably under £28,000 (approx. \$35,300), and it will be quite radical. In fact, it’s so radical that we actually have to make some new production methods.”



Michael Leiters

CHIEF EXECUTIVE OFFICER AT MCLAREN AUTOMOTIVE

“The UK has a rich history in motorsport and performance car manufacturing which, with the correct playing conditions, means the UK is ideally placed to lead the world in the development of the next generation of supercars and related technologies.”