



## February 2015

### Automotive Innovations - US

“User convenience and driver distraction collide as smartphones become more and more a part of the in-car experience. Safety comes first for consumers, even in an area of increasing access to in-car apps and smartphone integration.”

– **Tim Healey, Research Analyst – Automotive**

## January 2015

### DIY Auto Maintenance - US

“Only 11% of respondents are doing their own work on cars. Given the complexity of modern vehicles and a general lack of interest in DIY work as a hobby, DIY marketers face an uphill battle. However, there is room for expanding this market and encouraging more DIY behavior. Online tools ...