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Radar

#300e

LA Auto Show 2022

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SBD Automotive's Los Angeles Auto Show report, summarizing all of the key events from the annual show.

The Los Angeles Auto Show is one of the largest automotive and mobility trade shows in the United States. The 115th edition of the show follows the trend of other previous shows by taking a more immersive and experience-oriented approach, allowing visitors to view, sit in and drive all manner of vehicles from a variety of OEMs.

The Event Report subscription is an excellent way to keep up-to-date with the reveals, trends and implications of the industry's most important events.

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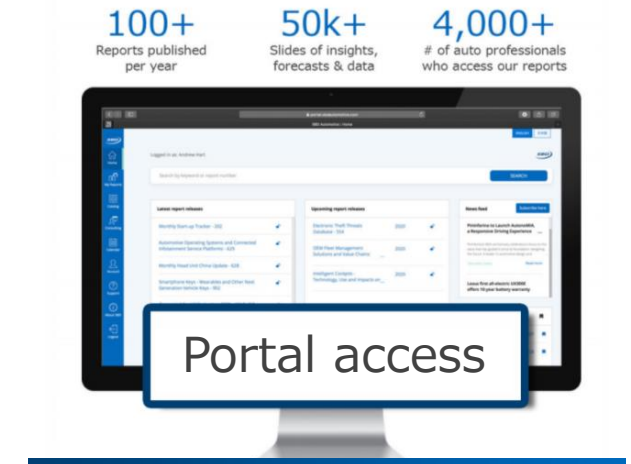
Key features & benefits

- > Detailed coverage of the relevant announcements and analysis
- > Curated analyst insights for major announcements.
- > Feel like “you’ve been there” through SBD’s extensive photo library
- > Understand the key moments and trends from the event

This research supports



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The Golden State

NOVEMBER 18-27, 2022

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LA Auto Show 2022

AutoMobility LA press day and Los Angeles Auto Show

LA Auto Show 2022

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Introduction



What is the LA Auto Show?

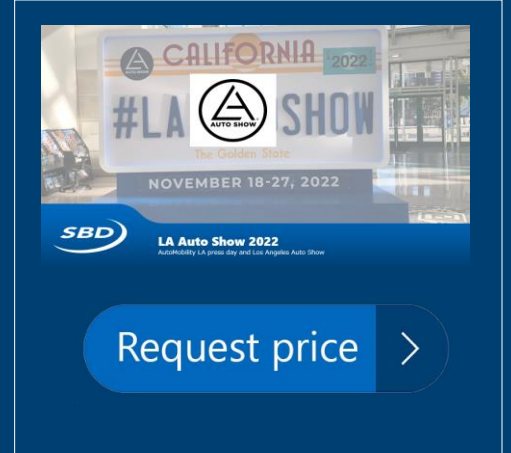
The Los Angeles Auto Show is one of the largest automotive and mobility trade shows in the United States. Held on November 17th, Automobility LA is the press & trade event for the LA Auto Show that merges the automotive and technology industries through vehicle debuts, and press sessions. On November 18th, the Los Angeles Convention Center opened its doors to the public to view the new vehicles and technology until the show's completion on November 27th. The 115th edition of the show follows the trend of other previous shows by taking a more immersive and experience-oriented approach, allowing visitors to view, sit in and drive all manner of vehicles from a variety of OEMs.

Report Focus

SBD's LA Auto Show Report provides a summary of the key automotive trends, research, products, and announcements from the event.



Example slides from the report





Conference: Subaru

The Subaru IMPREZA 2024 was unveiled with new features

- Global Debut of the 6th generation Impreza featuring a 5-door hatchback design.
- Subaru decided to eliminate the sedan version, releasing only a hatchback.
- Deployment of a 11.6-inch SUBARU STARLINK center information display available for the first time.
- Available wireless Apple CarPlay and wireless Android Auto.
- Standard deployment of Subaru's Eyesight Driver Assist Technology.
- Sport trim level combines sport-tuned suspension with technology like remote engine start, climate control and rear cross-traffic alert.

Subaru continued focus on support of causes such as environment and national parks

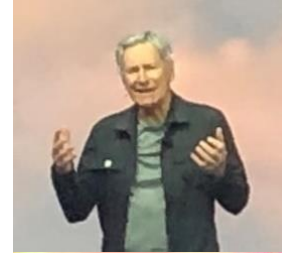
- The 600 gallons of water used in the on-stage rain effect during the debut presentation came from, and were to be returned to, a local Subaru car wash.
- The plants from exhibit displays were planted after the show to allow continued growth.
- Subaru partnered with American Society for the Prevention of Cruelty of Animals (ASPCA) to host pet adoptions.
- Subaru sponsored a meal packing event for the charity Meals On Wheels.

Key Takeaway

Subaru first revealed the Impreza at the 1992 LA Auto Show, pioneering an all-wheel drive compact vehicle. The company has continued this trend with deuting the 2024 Impreza that integrates improved performance and safety characteristics.

Speaker:

- Tom Doll – President & CEO, Subaru of America





Conference: Fiat

Fiat 500e, 2nd generation, is coming to US in 2024

- Fiat emphasized that the US market is a small portion of their business. This allows them the freedom to prioritize learning rather than profits for this region.
- The deployment will be initially focused on a few US cities where Fiat is most popular.
- At the show, Fiat showcased 3 500e custom, one-of-a-kind vehicles.
- The 3 vehicles will be auctioned off to support a charity selected by Leonardo Di Caprio to help the environment.
- The audience was also reminded of the pedestrian alert fake engine sound and melody of the 500e.

Giorgio
Armani

500 Giorgio Armani - Style as can be interpreted by Giorgio Armani, iconic fashion and design brand.

500
Kartell

500 Kartell- The **500e Kartell** one-off is inspired by innovation and creativity from the iconic Italian design brand.

MAI
TROPPO

B.500 "MAI TROPPO"- Bulgari's B.500 "MAI TROPPO" is a tribute to beauty and craftsmanship. A love for beauty and art has always played a central role in La Dolce Vita.

Key Takeaway

Fiat announced that it will bring back Fiat 500 which was discontinued for US in 2020. For the return, Fiat is bringing back the Fiat 500 in its EV form. The LA Auto Show showcased three custom designed 500e made to promote sustainability and are expected to raise significant amounts at auction for charity.

Speaker:

- Olivier François – CEO at Fiat



[Press Release](#)



Hydrogen overshadowed by plug-in electric vehicles

Hydrogen fuel cell electric vehicles were a distant 4th in the number of displays for different powertrain options. Internal combustion engine (gasoline), battery electric and hybrid powertrains all outnumbered the two hydrogen vehicles on display.

Hyundai N Vision 74

Hyundai focused their presentation of the N Vision 74 on the design heritage to the Pony Coupe Concept of 1974. The Pony Coupe inspired the DMC DeLorean.

Hyundai is treating the N Vision 74 as “a rolling lab” - a test platform for new technology.

Hyundai highlighted hydrogen’s key advantage of longer power supply with lighter weight than currently possible with lithium-ion batteries.

Advancements from N Vision 74 EV research will be applied to future Hyundai Ioniq electric vehicles.

Mobile Hyperion fueling station XF-7

Dual purpose hydrogen refueling and electric vehicle charging. The fueling station generates on-site hydrogen from local electrical source. Hyperion’s goal is to mass produce fueling stations to establish nation wide charging network for both EVs and hydrogen vehicles.

Claimed advantages:

- Mobile – Able to be wheeled onto a trailer for repositioning
- Mass producible – Able to provide nation-wide coverage
- Provides both hydrogen refueling and BEV charging – Helps solves battery electric and hydrogen fuel cell infrastructure deployment issues

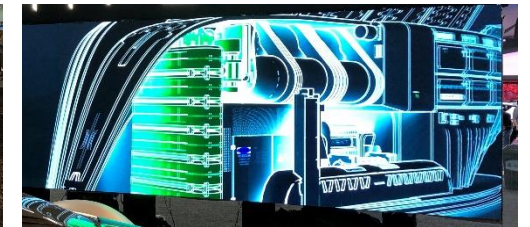
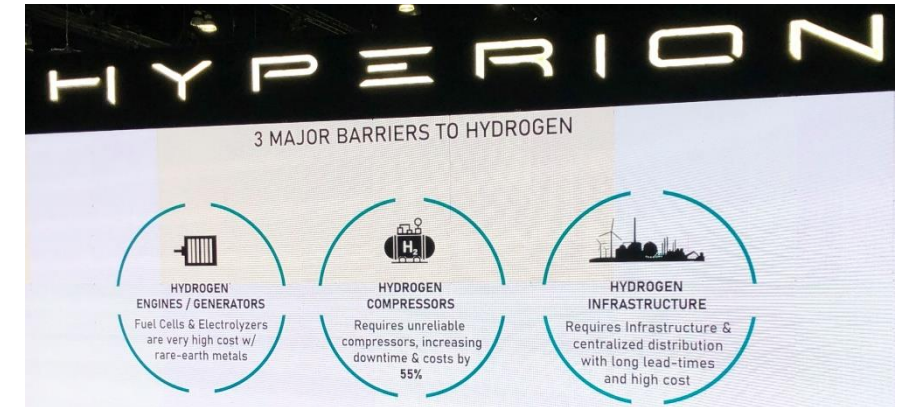
Two of Hyperion’s XP-1 hypercars were displayed. First unveiled in 2020, the XP-1 remains the show car of Hyperion.

Honda Announcement of new FCEV

Honda announced off-site that a hydrogen fuel cell EV, based on the Honda CR-V, will start production in Ohio in 2024.

Toyota did not show their production Mirai hydrogen fuel cell electric vehicle.

Battery electric advantages over fuel cells have pushed hydrogen to a small niche for passenger vehicles. While hydrogen may have the benefit of energy density and refueling time, it lacks the efficiency of an electric battery, and is lagging EV charging station deployment. Some OEMs still consider hydrogen a viable alternative worth researching, at least for technology application to future EV platforms.





Large E-bikes are micro-mobility mode of interest

Electric bicycles and scooters were the two micro-mobility types shown. Electric bicycles vastly outnumbered the single scooter presenter (Adventura X). The e-bike exhibitors were taking orders for bicycles ready for delivery, except for Yamaha who directed customers to local bicycle or motorsports dealers. Aside from Yamaha, the e-bike companies exhibiting were focused only on US market.

C3STROM



On-Sale

- Model name: Astro Pro
- Range: 78 miles
- Battery: Samsung 1040 Wh, 52 V
- Class: 3
- Weight: 94 lbs.
- Price: \$2,700
- Launched: November 2022
- Established: 2020
- Off-road mode supports 32 miles per hour speed, limited to 28 miles per hour in class 3 mode.

HOVSCO



On-Sale

- Model name: HovAlpha Fat Tire
- Range: 60 miles
- Battery: Samsung 20Ah, 48 V
- Class: 2
- Weight: 72.8 lbs.
- Price: \$1,999
- Manufacturing started August 2022
- Established: 2019
- Currently manufacturing about 8 e-bikes a day

Rumble Motors



On-Sale

- Model names: Air SS V2
- Range: 100 miles
- Battery: LG 50 AH, 72 V
- Class: 3
- Weight: 220 lbs.
- Price: \$7,500
- Launched: 2020
- Established: 2016
- Top speed: 65 mph
- Primarily sell to USA but have delivered to Canada and Europe.
- Sold about 300 of this model

Swagtron



On-Sale

- 8 models available
- Range: 12.4 to 28 miles
- Price: \$320 to \$700
- Top speed: 15.5 mph to 18.6 mph
- Offer city commuter bikes and folding bikes
- Headquartered in South Bend, Indiana, USA

Yamaha



On-sale

- Model name: YDX-MORO 07
- Battery: Yamaha 500 Wh 36 V
- Class: 1
- Weight: 51.3 lbs.
- Price: \$6,399
- Established: Yamaha created a prototype in 1989, with sales starting in 1993
- Top speed: 20 mph
- Serves global markets including USA and Japan
- Flagship model focused on mountain bike racing



Summary

Video/Pic

Highlights

Jeep Wrangler 4xe test ride

- Jeep**
- “Camp Jeep” indoor off-road track allowed experiencing the off-road capabilities of Jeep vehicles



- Jeep’s 28,000-square-foot exhibit allowed attendees to experience the off-road capabilities of Jeep vehicles with a professional driver.
- Camp Jeep consists of several obstacles demonstrating ground clearance, traction, stability, articulation (axle angle), breakover, off-camber, and suspension.
- While the exhibit was outdoor in 2021, limiting the vehicles to the Wrangler 4xe and Grand Cherokee 4xe plug-in hybrid electric vehicles helped move the test track indoors for 2022.
- On-road test drives were available for Jeep Wrangler, Wagoneer and Grand Wagoneer.
- Jeep EVs on display were Wrangler 4xe, Grand Cherokee 4xe and the 30th Anniversary Grand Cherokee 4xe.



Summary

Video/Pic

Highlights



Volkswagen ID. Buzz


- European ID. Buzz model was on display.



- ID. Buzz microbus is to be released in US in 2024.
- Differences from the European model include a 10.6 inch longer wheelbase allowing for a 3rd row of seats and a larger battery.
- Infotainment options include a 10- or 12-inch diagonal central display.
- Surround lighting and logo projection are included. LED matrix headlights with dynamic cornering lighting are available in Europe and expected to be offered in US.
- The European Buzz features Travel Assist with swarm data to share road information allowing lane keeping on country roads with only one lane marked.
- Car racing video game systems were used to remotely control (teleoperations) a pair of camera equipped miniature VW cars on a racetrack.
- VW's promotion of soccer was highlighted. A foosball table was available for on-site competition while videos played showing women soccer stars.



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A promotional banner for the LA Auto Show 2022. The banner features a background image of a car show floor. Overlaid on the image is a semi-transparent white box containing the text "CALIFORNIA 2022" at the top, followed by "#LA AUTO SHOW" in large, bold letters. Below this, it says "The Golden State" and "NOVEMBER 18-27, 2022". At the bottom of the banner, there is a blue bar with the SBD logo on the left and the text "LA Auto Show 2022" and "Autofest by LA press day and Los Angeles Auto Show" on the right.

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Do you have any questions?

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