

# 19AUO320 RECENT TRENDS IN AUTOMOBILE

## UNIT 1 - INTRODUCTION TO RTA

- Recent trends in the automobile industry include a growing emphasis on electric vehicles (EVs) and sustainable mobility.
- Major automakers are investing heavily in developing and producing electric cars to address environmental concerns and meet stricter emission standards.
- The adoption of advanced driver-assistance systems (ADAS) is also on the rise, with features like lane-keeping assistance, adaptive cruise control, and autonomous driving capabilities becoming more common
- Furthermore, connectivity and smart technology are transforming vehicles into sophisticated, interconnected devices.
- Cars are now equipped with advanced information systems, real-time navigation, and integrated smartphone connectivity. The rise of shared mobility services, such as ride-sharing and car-sharing platforms, is reshaping the way people approach transportation, promoting a shift towards a more sustainable and efficient use of vehicles

### Driver Assistance System

- **Driver Assistance Systems (DAS) refer to a set of technologies designed to enhance vehicle safety and improve driving experience.**
- **These systems employ advanced sensors, cameras, and radar to assist drivers in various tasks, such as lane-keeping, adaptive cruise control, and collision avoidance.**
- **By utilizing real-time data and artificial intelligence, DAS helps prevent accidents, mitigate risks, and provide a more comfortable driving environment.**
- **The ultimate goal is to create a safer and more efficient driving experience by reducing human errors, enhancing situational awareness, and paving the way for future autonomous vehicle.**