

# TRENDING NOW: WANT TO KNOW

CATALYTIC LIST OF TRENDS & ISSUES THAT ARE, WILL, OR MAY IMPACT THE STRATEGIC & OPERATIONAL DECISIONS OF AUTO DEALERS & EXECS

April 10, 2017 – First Week - What's Trending (without Hashtags & Images)

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## 1. Bank Says Auto Sales Going South: Industry Faces Triple Threat

**What:** Deutsche Bank Analysts say its back to 2004 for host of reasons.

**The Gory Details:** Automotive News

<http://www.autonews.com/article/20170405/RETAIL01/170409913/u-s-auto-industry-faces-2004-style-triple-threat-deutsche-bank-warns>

## 2. Private Sector Hiring like Crazy: Strong for Small Biz, Goods Producing

**What:** Hires in Construction, manufacturing, mining, & health care, “Robust”

**Details of this Good News:** Wall Street Journal., April 6

**Could Mean:** Dealer focus on small business, professionals, & doctors in local area

**Get more from source:** <https://www.wsj.com/articles/private-sector-reports-stronger-than-expected-boost-to-payrolls-in-march-1491397601>

## 3. Gas prices probably will hold for Summer; Oil at \$60 Barrel for 3<sup>rd</sup> yr.

**What:** Analysts say price of oil to remain for 2017: Shale drilling surges

**To check the “Oil”:** Dip Stick the Wall Street Journal, April 5 [Great chart]

<https://www.wsj.com/articles/oil-watchers-see-little-price-gains-for-2017-1491392085>

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## 4. **Immersive 360-degree video may replace plain old video content soon.**

**What:** VR, AR, & 360-degree video are here: Buy a VR camera, viewer, & stream

**Access Full Report:** BI Intelligence [Smart to sign up for BI e-newsletter]

**For how & why VR should be in your dealership:** Automotive News, Apr 5

<http://www.autonews.com/article/20170405/OEM06/170409900/kicking-tires-in-virtual-reality>

## 5. **Computer Makes Smarter Stock Purchases: Algorithm Buy-Sell Decisions**

**What:** Huge BlackRock entrusts computers over humans in stock picking.

**Could Mean:** Car shoppers will rely on an Algorithm to pick next car

**To see headline & front page article:** Wall Street Journal. March 29

<http://www.nasdaq.com/article/computers-vs-humans-blackrock-chooses-computers-over-30-fired-cm767518>

## 6. **Data in Car Black Boxes goes to Court: Event data recorders are here**

**What:** Car owners, courts, & lawyers become aware of black boxes in every car.

**Should Mean:** Like airplanes, Black Box recordings tell all about who did what.

**To know more about Black box in your car: See WSJ article March 30 issue**

<https://www.wsj.com/articles/florida-court-rules-vehicle-black-box-searches-need-a-warrant-1490907948>

Trending & Issues - Compiled, Curated, & Categorized by AutomotiveDigest.com Editorial Team

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