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Automotive Dive is a news publication designed specifically for automotive company executives & decision-makers. Across topics such as tech, supply chain, regulations & safety, labor, and more, our journalists cover the issues that impact the automotive industry.

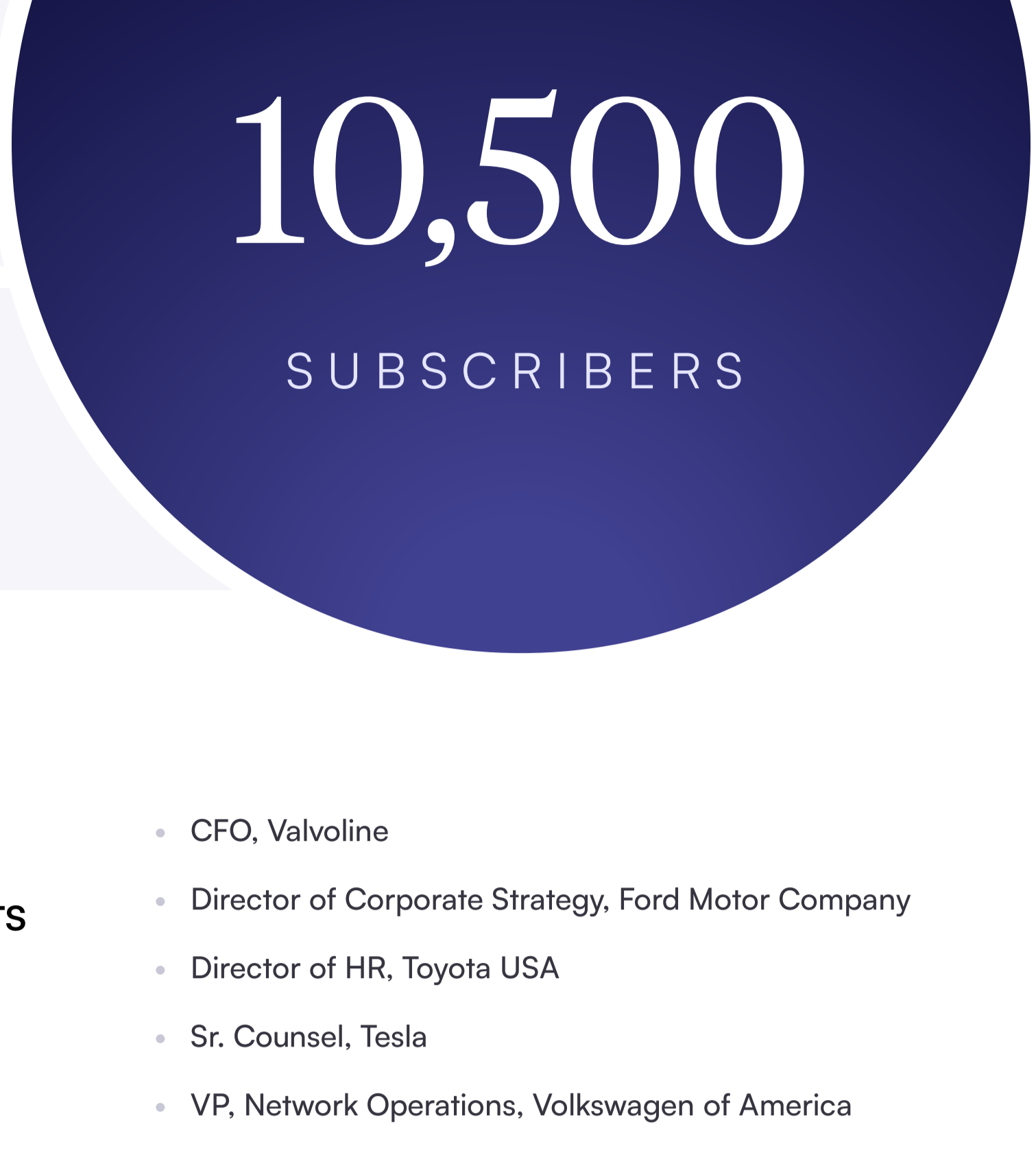


## 01 Audience

**37K**  
 unique monthly visitors

**72%**  
 of subscribers are manager-level or above

**88%**  
 of the Fortune 500 Motor Vehicle & Parts/Services Companies read Automotive Dive



You'll find Automotive Dive's news and insights in the inbox of notable subscribers, like:

- CFO, Valvoline
- Director of Corporate Strategy, Ford Motor Company
- Director of HR, Toyota USA
- Sr. Counsel, Tesla
- VP, Network Operations, Volkswagen of America
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## 02 Top-performing content

From growing interest in domestic production, to an increase in M&A activity, to softening vehicle emissions standards — the automotive industry has gone through many shakeups in the past year. Change is here, and more is expected as the months roll on. Let's take a look at what automotive leaders have been focused on most.

### Top 5 topics

- Automakers
- EVs
- Corporate/finance
- Manufacturing
- Technology

### Top 10 Automotive Dive stories

Over 20 EVs will lose tax credit eligibility in 2024	3 EV trends shaping the auto industry in 2024
Tesla lowers advertised driving ranges for the Model Y, other EVs	GM to provide \$7,500 incentive for EVs that lost tax credit eligibility
New vehicle sales slowed in January	Automotive industry outlook for 2024
Automotive consumer trends in 2024	Rivian to lay off 10% of salaried workforce
Vehicle dependability slips after 3 years of ownership: JD Power	Tesla warns of growing competition from automakers in China

### Keywords resonating right now

- CARS Act
- EV production and sales
- auto industry layoffs
- hybrid vehicles
- electric vehicle forecast
- emissions reporting
- consumer trends in automotive industry
- autonomous vehicle companies

## 03 Trend analysis

- Ups and downs of electric vehicles**
- Industry-wide production scale back of EVs due to slowing demand and convoluted policies
  - Lawmakers and automakers expand charging network, but concerns over lack of infrastructure remain
  - Electric vehicle startups scramble to adjust to the changing landscape (dwindling demand, lack of funding, loss of tax credit eligibility, etc.)
- A shaky buyer's market**
- Stricter Inflation Reduction Act tax credit requirements make EVs less affordable to consumers
  - Projected decline in demand for vehicles expected due to high interest rates and consumer fatigue over high prices
  - Dealers to focus on offering larger buyer incentives and discounts to meet sales goals
- Manufacturing moves**
- Shift to reshoring/nearshoring operations to shorten supply chains and reduce risk
  - Push to move supply chains away from China accelerates
  - Growth of battery recycling initiatives to fulfill critical mineral needs while cutting costs and reaching sustainability goals

Our readers spent nearly **2x** as long on these stories than the average story:

- BorgWarner INKS manufacturing deal with BYD subsidiary
- IIHS updates moderate overlap front crash test

**EVs' uncertain future**  
 Some metrics suggest EVs are more popular than ever, while others have manufacturers second-guessing their investments.

**studioID tip**  
 As marketers, take a specific viewpoint on the EV debate and communicate it clearly and concisely. With the EV sector shrouded in uncertainty, offering an authoritative voice can help provide clarity and confirm expertise.

**Manufacturers move away from China**  
 Growing labor and logistics concerns — alongside federal incentives for domestic production — are spurring an increase in American automotive manufacturing.

**studioID tip**  
 The main motivators behind the transition away from Chinese manufacturing are concerns over worker conditions and supply chain disruptions. Until that move gets fully realized, address these warranted concerns and provide short- and long-term solutions to alleviate those worries.

**Buyer demand declines**  
 After years of high costs and low interest rates, buyers are now facing high interest rates as costs begin to normalize.

**studioID tip**  
 All of this upheaval combined with soaring inflation has resulted in buyer fatigue. Encourage leaders to latch onto key differentiators from competitors. What makes your offer something buyers can't get anywhere else? What makes it worth the cost?

## 04 Marketing insights

Rev up your approach by reflecting the content preferences of over 4,000 Automotive Dive subscribers in your strategy:

### Preferred content types

- Webinars/virtual events
- Trendlines
- Playbooks
- Infographics

High-impact approach  
**Be a consistent voice**  
 With new tech, EV uncertainty, and ongoing regulations, the auto industry is anything but stable.

**studioID tip**  
 With recurring and novel changes happening throughout the industry, offer a steady, clear message to act as a reassuring presence. Communicate an easy-to-digest and unique point of view throughout your content. Lending a dependable hand in uncertain times will work to your benefit in the form of increased recognition and positive brand association.

High-impact approach  
**Focus on the future**  
 Innovation is the name of the game in the automotive space. New technologies are constantly being implemented to solve problems and prevent new ones.

**studioID tip**  
 Focus on cutting-edge and best-in-class solutions to spark future-forward thinking in automotive leaders. Highlight ways to solve problems that leaders didn't even know they had or will have in the future. Formulate a list of current and future pain points that can be solved, highlighting case studies that perform especially well.

High-impact approach  
**Grow their leadership skills**  
 Industry leaders want to contribute to a broader community, not just their own career.

**studioID tip**  
 The best leaders are all about action. Offer clear, actionable steps for automotive decision-makers to improve as leaders. Get them inspired with a look at how both household automotive names and industry disruptors are commanding with impact. Guides and playbooks resonate especially well with this audience, as these leaders like to take action to increase recruitment and retention.

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How are you resonating with this audience?  
 Contact us for more details about how to apply these insights to your marketing program.



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