

Talking Heads: CES – the wrap

16-Jan-2023 06:12 GMT

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This year, the products seemed more tangible and conveyed immediacy

In 2023, some 300 exhibitors showcased their vehicle technology. Its increasing importance – usurping the traditional auto shows like NAIAS, Paris, IAA and Geneva along the way – is demonstrated if we wind back the clock to 2014. Then, there were just nine OEMs present and some 125 automotive technology exhibitors. With this growth has also come maturity. The 2023 CES was less about fanciful concepts and more about tangible.



Source: S&P Global Mobility / Jeremy Carlson

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