

Performance Auto Responds to Increased Number of Smart Phone Users

Image Gallery



The 2010 U.S. Automotvie Emergine Technologies Study indicates a growing number of smartphone owners would like to see wireless connectivity technology in their vehicles.

Online PR News – 28-June-2010 The recent J.D. Power and Associates U.S. Automotvie Emerging Technologies Study found that 51 percent of vehicle owners also own smartphones, adding to increasing interest levels for mobile web sites and wireless connectivity systems. Performance Auto has responded to this issue with a mobile version of performanceauto.com, found at <http://mobile.performanceauto.com>, making it even easier to search our inventory and stay up-to-date on current offers available at Performance Auto dealerships.

The experts at Performance Auto Group expect to see manufacturers respond to this growing trend as well, especially as more legislation is passed restricting the use of mobile phones while driving. On July 15th, a new law takes effect which bans texting while driving.

The new law states, “No person shall use a handheld wireless communication devise to read, manually type or send a written communication while operating a motor vehicle which is in motion.” The bill defines a wireless device as, “a mobile or cellular telephone, a text messaging device, a personal digital assistant, a pager, or a laptop computer.” The penalties for violation result in a \$200 fine for the first offence, a \$300 fine for the second offense, and a \$500 fine for each subsequent offense, with 3 points deducted from your license each time. Iowa has passed similar legislation that takes effect July 1st.

Amy Jacobs, manager of automotive emerging technologies research at J.D. Power and Associates said, “Vehicles owners – particularly those with smartphones – are still using their devices inside the vehicle and may be looking toward manufacturers and suppliers alike to develop technologies that can enhance, simplify or potentially eliminate the need for unsafe phone usage in the vehicle.

Some manufacturers have already begun to implement technology in newer models that will help drivers stay connected, while abiding by the new legislation

Jeep is introducing their system, called Connectivity, in the new [2011 Grand Cherokee](#). Connectivity combines several different wireless features into one on-board system. FLO TV™ offers live mobile television with up to 20 channels. SIRIUS Backseat TV, operated via a satellite video receiver, offers programming from the cable networks Nickelodeon, Disney Channel and Cartoon Network. Uconnect Navigation includes a GPS, SIRUIS Traffic and Voice Command. Uconnect Phone is a voice-activated system allowing drivers to talk on Bluetooth-compatible phones hands-free. All these features work nicely with a premium nine-speaker audio system with surround sound and a 506-watt subwoofer.

Ford's easy to use connectivity system is called SYNC and is available on select Ford models, such as the [Ford Fusion](#). SYNC allows you to operate most popular MP3 players, Bluetooth®-enabled phones and USB drives with simple voice commands. SYNC features hands-free calling, audible text messages, uninterrupted connections, advanced calling features, ringtone support, automatic phonebook download and multiple phone support.

Continue to check PerformanceAuto.com for more information on wireless connectivity features to help ensure safe driving throughout Nebraska.

Performance Auto Group is New and Used car dealer in Omaha, NE Lincoln, NE and Kansas City, KS. We are a franchise dealer for Chrysler, Dodge, Ford, Jeep, Lexus, Mercedes Benz, Scion, smart, Sprinter Commercial Vehicles, Toyota and Volkswagen.

Media Information

Keith Kaiser

kkaiser@performanceauto.com

<http://www.performanceauto.com>

17950 Burt St.

Omaha

NE

68118

United States