**Car Windows Will Soon be Screens for Content**

Autonomous vehicles are poised to revolutionize marketing, and luxury automakers will focus on selling their cars' internal entertainment features rather than spotlighting performance, a Forrester study finds. The report also predicts that car windows will become screens for publishing and ad content.

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<https://www.mediapost.com/publications/article/305066/autonomous-vehicles-projected-to-drive-in-car-adve.html>

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