Chapter 6
Innovation and Sustainability in Electric and Autonomous Mobility in Advertising and Media

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ABSTRACT

The electric and autonomous vehicle (EV/AV) industry is undergoing rapid transformation, fueled by technological innovation, environmental policy, and shifting consumer values. As this evolution accelerates, media and advertising play a pivotal role in shaping public perception, influencing adoption, and differentiating brands in a competitive market. Modern advertising in this industry emphasizes sustainability, innovation, and safety, often leveraging digital platforms to connect with environmentally conscious and tech such as virtual test drives or augmented reality showrooms—have become essential tools for engagement. Brands are not only promoting vehicles but also selling a vision of the future, aligning with broader narratives of clean energy, smart cities, and connected lifestyles. edia and advertising in the electric and autonomous vehicle industry are not merely promotional tools but strategic instruments that drive awareness, shape perceptions, and ultimately influence the trajectory of adoption.

DOI: 10.4018/979-8-3373-2802-7.ch006

INTRODUCTION

In the context of electric mobility, the advertising industry has begun to recognize the potential of EVs as both a platform for brand marketing and as a symbol of eco-conscious consumerism. Companies are leveraging electric vehicles to showcase their commitment to sustainability, using EVs for campaigns, mobile billboards, and experiential marketing to engage consumers in a way that resonates with their growing environmental awareness. Furthermore, the evolving infrastructure for EVs—including charging stations, battery technology, and energy-efficient systems—provides new opportunities for advertisers to collaborate with emerging green technologies to reach their audience while promoting sustainability. As EV adoption becomes more widespread, the integration of these vehicles in outdoor advertising and digital media can facilitate deeper brand experiences that highlight corporate social responsibility (CSR) initiatives focused on the environment.

Autonomous vehicles, on the other hand, promise to revolutionize the media landscape by reshaping how individuals interact with digital content. With AVs providing an opportunity to rethink how people move through space and time, they create new opportunities for advertising and media integration. In autonomous vehicles, passengers are freed from the demands of driving and are able to interact more fully with content, thus increasing the potential for advertisers to deliver personalized, immersive, and contextually relevant advertisements. AVs enable a shift from traditional, static advertising to dynamic, location-based, and interactive campaigns that adjust in real-time based on user preferences, data analytics, and external conditions. This advancement opens the door for more engaging forms of media consumption, including augmented reality (AR), virtual reality (VR), and interactive video content that can be seamlessly integrated into daily travel experiences.

The intersection of electric and autonomous mobility with advertising and media is also generating new business models that promote sustainability. As AVs become more widespread, advertisers can collaborate with transportation networks and fleet operators to create subscription-based media delivery systems that leverage in-vehicle screens and other interactive platforms. This concept is further enhanced by the development of advanced data analytics, which allows for hyper-targeted advertising based on an individual's preferences, behavior, and travel patterns. Moreover, these technologies provide advertisers with the ability to measure the effectiveness of their campaigns in real-time, ensuring that resources are spent more efficiently and in line with sustainability goals.

However, the integration of innovation and sustainability within the advertising and media landscape also brings forth several challenges. Privacy concerns, data security, and the ethical implications of collecting consumer data for personalized advertising are important issues that must be addressed to ensure that the benefits