

A Blogging Virgin

Business life used to be so simple. The occasional business lunch, pub on a Friday and if communication was needed, a phone call or a letter.

Today, emails rule; tweets, instant messaging, blogs, websites plus the pub on a Friday if you're a rebel!

I'm a self confessed blogging virgin. As someone who has 'done a few laps' particularly in the fleet and automotive IT arenas, I think I've got some apt observations on a whole range of subjects. So here I go.....my first blog.

I recently travelled to Detroit on business. I expected to encounter a city reminiscent of Mad Max with 'gangsta rappers' in every doorway, gun crime on the street corner and poverty everywhere. Don't you believe it....Motor City is on its way back.

The States has seen its automotive sales volume fall from 16 million plus to around 11 million during the same period we in the UK have seen a drop from 2,5 million to 2 million. The difference is that they are already on their way back tracking towards 13-14 million. There is a spring in the automotive footsteps!

A short trip to the Detroit Auto Show revealed an excellent display full of active and attentive punters. There were no obvious absentees in terms of OEMs, just the French really who don't play in the US at all. The surviving US brands were actively selling their wares, with Ford featuring the Fusion – a Mondeo with an Aston Martin grille! Europe bound no doubt.

Notable was the style and panache of the emerging brands, particularly the Koreans. Our host, a young US professional drove a Japanese brand but like many of his compatriots is starting to find their products boring.

It was pleasing to see signs of an upbeat US. Whether they can keep on the right tracks whilst their own economic basket case festers away remains to be seen. For now, it's not a bad place to be.

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