

Chinese authorities have prohibited automakers from using expressions like 'smart driving' and 'autonomous driving' in their advertisements. This decision was made following a meeting between the Ministry of Industry and Information Technology and representatives of around 60 car companies.

The stricter rules were prompted by an accident involving Xiaomi's SU7 electric vehicle in March. The car, traveling at 97 km/h, crashed into a concrete pillar just seconds after the driver disabled its assistance system. The accident resulted in the car catching fire.

Now, automakers are barred from updating software for driver assistance systems (ADAS) in already sold vehicles without official approval. Before introducing new features, companies are required to conduct full testing and obtain government authorization.

The new regulations also affect major players such as Huawei, which supplies its ADAS systems to several brands, including Audi. Previously, many companies actively promoted 'smart driving' features as key advantages amid intense price competition in the market.