

**U.S. Connected Car  
Market Forecast,  
2012-2017:  
*Infotainment on  
Four Wheels***

Market Study  
4Q 2013





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# **U.S. Connected Car Market Forecast, 2012-2017: *Infotainment on Four Wheels***

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## Market Study

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## Abstract

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In the United States the automobile is central to most consumers' lives, with a large group spending more than half an hour each day in their car. These car-centric consumers, who are also reliant on their smartphones and tablets, provide an opportunity for automobile OEMs and mobile operators to provide services directly through the users' vehicles. In addition, auto manufacturers see the opportunity to use wireless communications to provide safety features, such as emergency services, and remote diagnosis and management of their vehicles. Although there is a great opportunity in the connected car market, many challenges exist.

This report explains several connected car services, highlights the products available in the market today, and discusses the challenges in implementation. It also highlights consumers' interest in the market, as defined by a survey of over one thousand U.S. consumers. The report includes profiles of dozens of vendors that provide products in this market, and finally, the report provides a five-year forecast of the number of connected cars and the associated annual data usage.

### Key Questions Addressed:

- What are different types of connected car services and which solutions are currently available?
- What are some of the challenges that surround connected car services?
- What connected car products are being offered by major automakers?
- What are the driving habits of U.S. consumers and how do they currently use in-car technology?
- How interested are U.S. consumers in connected car services and how would they like to pay for these services?
- What is the five-year forecast for the number of connected cars and their associated data usage for U.S. connected car market?
- Who are some of the companies that provide products or services in the connected car market?

### This report is recommended for:

- Developers of mobile apps
- Mobile device OEMs

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- Mobile service providers
- Car and vehicle manufacturers
- Financial and investment analysts.

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