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**FOR IMMEDIATE RELEASE**

## **New iGR study forecasts the Connected Car Market in the U.S. for the next five years**

### ***iGR forecasts impact of this new high-growth wireless market on the mobile data networks***

**AUSTIN, Texas, November 11th, 2013** – 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. Auto manufacturers also see the opportunity to use wireless communications to provide safety features, such as emergency services, and remote diagnosis and management of their vehicles.

Connected car solutions rely on the availability of broadband service. As LTE networks become more widely available and cover greater area, the connected car market will be able to provide more solutions. Over the five-year period between 2012 and 2017, the number of connected cars in the U.S. is expected to grow at a CAGR of 142 percent as new applications become more readily available in cars.

"Although there is a great opportunity in the connected car market, many challenges must be overcome as the connected car market grows and matures," said Iain Gillott, president and founder of iGR, a market research consultancy focused on the wireless and mobile industry. "Still, iGR expects that the connected car market in the U.S. will grow significantly in the next five years."

iGR's new market research report, *U.S. Connected Car Market Forecast, 2012 – 2017: Infotainment on Four Wheels*, defines several connected car services, highlights the products in the market today, and discusses the challenges of implementation. The report also highlights consumers' interest in the market, as defined by a survey of over one thousand U.S. consumers. The report includes a five-year forecast for the number of connected cars in the U.S. and their

associated data usage. Finally, it includes profiles of dozens of companies that provide products in this developing market.

The following key questions are addressed in the new research study:

- 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?

The information in this report will be valuable for:

- Developers of mobile apps
- Mobile device OEMs
- Mobile service providers
- Car and vehicle manufacturers
- Financial and investment analysts.

The new report can be purchased and downloaded directly from *iGR's* website at [www.iGR-inc.com](http://www.iGR-inc.com). Alternatively, contact Iain Gillott at (512) 263-5682 or at [Iain@iGR-inc.com](mailto:Iain@iGR-inc.com) for additional details.

## ***About iGR***

*iGR* is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now entering its thirteenth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

*iGR* researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile applications; bandwidth demand and use; small cell architectures; DAS; LTE; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at [www.igr-inc.com](http://www.igr-inc.com).