

**U.S. Connected Car  
Strategies, Trends  
and Forecasts, 2013  
- 2018**

Market Study  
2Q 2014





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# **U.S. Connected Car Strategies, Trends and Forecasts, 2013 - 2018**

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## **Market Study**

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## Abstract

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2014 has ushered in a flood of announcements regarding connected car services from automakers, wireless carriers and technology vendors. Starting with the Consumer Electronics Show in January 2014, connected car offerings seemed to make as many headlines as traditional technology companies. Throughout the spring, the buzz continued as additional announcements and partnerships were made, and concept cars with more advanced capabilities were demoed.

This report examines connected car services, recaps major announcements made through the spring of 2014, discusses the strategies of some key players, and presents barriers and drivers for this rapidly developing space. In addition, it presents a five-year forecast for the number of connected cars in the U.S. and the associated mobile data usage.

### Key Questions Addressed:

- What is a connected car, and what services does it allow now and in the future?
- What are the strategies that are guiding automotive manufacturers, carriers and technology vendors?
- What recent announcements have been made regarding connected cars?
- What are the challenges related to connected cars that need to be resolved?
- What are the drivers for connected cars that are propelling the market forward?
- What is the five-year forecast for the number of connected cars and their associated data usage for the U.S. connected car market?

### This report is recommended for:

- Automotive manufacturers and suppliers
- Mobile service providers
- M2M providers
- Mobile device OEMs
- Developers of mobile apps
- Financial and investment analysts.

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