



Contact *iGR*

Iain Gillott

(512) 263-5682

iain@iGR-inc.com

FOR IMMEDIATE RELEASE

New *iGR* study forecasts Connected Car data usage to grow at a CAGR of 188 percent between 2013 and 2018

***iGR* study also examines several challenges that must be resolved in this growing market**

AUSTIN, Texas, May 9th, 2014 – The year 2014 has ushered in a flood of announcements regarding connected car services from automakers, wireless carriers and technology vendors. Additional connected car partnerships have been made and concept cars with more advanced capabilities have been demoed.

The number of vehicles being sold with connected car capabilities is growing rapidly, thus increasing the number of connected cars on the road and on the mobile data network. In *iGR*'s five-year forecast, the amount of annual mobile data usage generated by connected cars, measured in terabytes, is expected to grow at a CAGR of almost 188 percent.

"Although we have forecasted strong growth for the connected car market, several challenges must be resolved as this market grows and matures," said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. "Some of these challenges include standards, pricing, security, and network capacity."

iGR's new market study, *U.S. Connected Car Strategies, Trends and Forecasts, 2013-2018*, 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.

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

- 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?

The information in this report will be valuable for:

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

The new report can be purchased and downloaded directly from *iGR*'s website at www.iGR-inc.com. Alternatively, contact Iain Gillott at (512) 263-5682 or at 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 fourteenth 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 wearable devices; connected cars; mobile applications; bandwidth demand and use; small cell and het-net architectures; mobile EPC and RAN virtualization; 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.