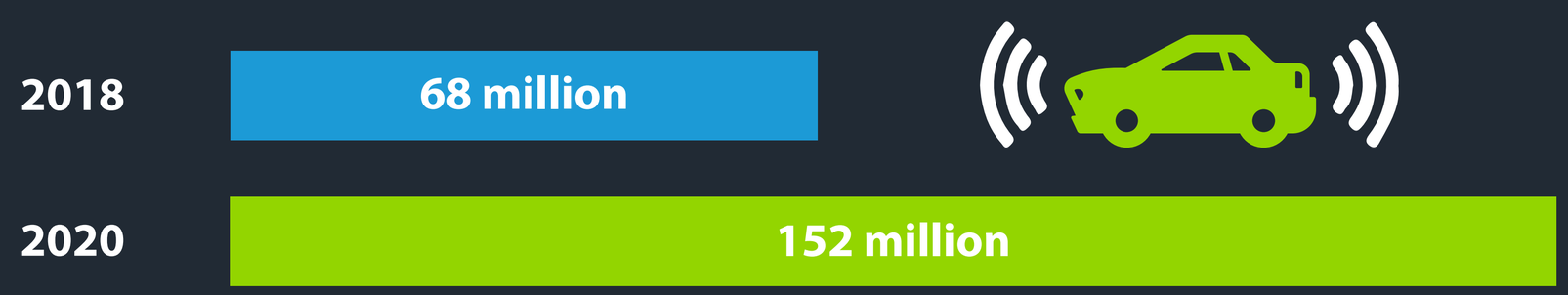
Data Takes a Front Seat as Connected Cars Merge into the Internet of Things

Number of connected cars globally predicted to reach 152 million by 2020



Connected cars will generate massive amounts of data and associated revenue

11.1 million gigabytes of data worldwide

$14.5 billion dollars of revenue post vehicle sale

Collecting and analyzing data will have a huge impact on transportation models and business value creation:

Driver Interaction with Vehicle

Vehicle Operation and Function

Road and City Infrastructure

Data Monetization

Historically, the majority of connected car data collected has revolved around vehicle status:

Location

Speed

Braking

Diagnostics

With increasing access to vehicle systems, sub-systems, and the cloud, additional data and insights can be extracted:

Route Patterns

Driver Profiles

Weather and Road Conditions

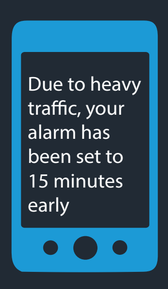
Traffic Conditions

Driver and In-Cabin Preferences

This data will be paramount for enabling new features and services for drivers and automakers alike

Driver Interaction with Vehicle

Road Condition Warnings are proactive alerts about situations like flooded streets or patches of ice to prevent accidents and improve navigation.



Multi-App Synchronization and Updates are used to integrate calendars, alarms, parking, navigation, and other apps with on-board data. Analytics then compare use, direction, and location patterns with real-time data to proactively provide suggestions and adjustments.

Vehicle Operation and Function

Safety and Cybersecurity enhancements are crucial for the safe and secure operation of connected cars. Car data enables real-time security monitoring and intrusion detection to protect against cybersecurity threats and attacks.

Maintenance Analytics and Alerts flag issues about car systems in order to take preventative measures as well as allowing automakers deep insights into vehicle diagnostic patterns.

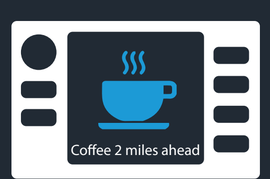
Road and City Infrastructure

V2V and V2I Communications are interactions with other vehicles and city infrastructure that are expected to reduce crashes up to 80% by exchanging information and taking proactive measures as well as improving traffic by contributing to smart traffic management.

Smart Traffic Management is a congestion system where traffic signals and sensors respond to real-time demands using V2V and V2I communications. This mitigates wait and travel times by reducing rubber banding and providing alternative routes.

Data Monetization

Post-Purchase Enhancements enable consumers to remotely purchase new and improved features after the vehicle has left the dealership. This provides automakers with additional revenue opportunities and increased customer satisfaction.



Location-Relevant Promotions and Proactive Suggestions leverage personal data, preferences, and historical use patterns to make suggestions and tips that enhance consumers' driving experience and daily journey.

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