

**U.S. Connected Car
Market Forecast,
2015-2020:
*Increasing Mobile
Connectivity and
Data Usage***

Market Study
3Q 2016





U.S. Connected Car Market Forecast, 2015-2020: *Increasing Mobile Connectivity and Data Usage*

Market Study

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Abstract

In the United States the automobile is central to many consumers' lives, with a large group spending more than 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, technology OEMs, and mobile operators to provide services directly through the users' vehicles. In addition, auto manufacturers see the opportunity to use mobile communications to provide safety features, such as emergency services, and remote diagnosis and management of their vehicles.

This relatively new market has matured significantly in the last two to three years, as many providers have fine tuned and improved their second or third generation of solutions and have decided on a strategy to address the connected car market. However, challenges still exist for the many players in the ecosystem.

This market study examines connected car services available in the market today and those that are proposed for the future, as it also discusses the drivers and challenges of implementation. The market study also highlights consumers' use of mobile services in their vehicles, as defined by a survey of over one thousand U.S. mobile consumers that iGR fielded in May 2016. Finally, this market study provides a five-year forecast of the number of connected cars in the U.S. (according to multiple definitions) and the associated mobile data usage.

Key Questions Addressed:

- What different types of connected car solutions are available and how are these solutions developing?
- What are some of the drivers and challenges of the connected car market?
- Which connected car services are being offered by major automakers and how do these services compare to those offered in 2013?
- Which alliances are shaping the connected car market?
- Which mobile services do U.S. mobile consumers surveyed by iGR generally use in their cars?
- What is the five-year forecast for the number of cars in the U.S. that are equipped with a direct mobile connection?
- How many of these connected cars have an active mobile connection (usually with a subscription), both now and five years from now?

- How many cars in the U.S. use a Bluetooth-enabled smartphone to provide connectivity?
- What is the five-year forecast for the mobile data usage of the average connected car, as well as the total U.S. connected car market?
- Which companies provide products or services for the connected car market?

This report is recommended for:

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

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