

# Asia-Pacific Connected Car Market (2016 - 2022)

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## Abstracts

India and China are the fastest emerging economies in the Asia-Pacific region, indicating ample growth opportunities for the development of connected car market. China has expanded significantly in mobile connectivity technology, keeping customer benefits as a priority and accordingly launching connectivity enabled vehicles. The automatic link connects into a data port of the car through the hardware deployed in the connected car.

Integrated, Embedded and Tethered are different connectivity solutions transforming the cars into connected cars. Navigation, telematics and infotainment are the major applications of connected car. Navigation segment would dominate the Asia-Pacific connected car market, with a market share of approximately 45.9% in 2015. The car manufacturers provide a number of applications embedded in the car, which ensures comfort and safety. The online transaction comes into picture when the customers search for the OEM services online and contact the dealers.

The connected car market is further segmented based on products & services into sensors, processors, fleet managers, wireless & cellular modules, OEM services and aftermarket services. For better understanding of the market penetration of connected car, the Asia-Pacific connected car market is analyzed based on countries including China, Japan, India, South Korea, Singapore, Malaysia and Rest of APAC.

The report covers the analysis of key stake holders of the connected car market. Key companies profiled in the report include Telefonica, S.A., Verizon Communications, Inc., Harman International Industries, Incorporated, TomTom NV, AT&T, Vodafone Group Plc, Ford Motor Company, Bayerische Motoren Werke AG, AUDI AG and Daimler AG. Mahindra has provided REViVe application in their cars that activates emergency calling through a smartphone app.

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