

Europe Connected Car Market (2016 - 2022)

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Abstracts

The European Automotive industry is going witnessing a phase of transformation. Five years down the line, the vehicles would be transformed into communication objects. 24*7 connectivity access is the need of the hour. The task of transforming a car into a connectivity device is a crucial challenge faced by automobile manufacturers. 4G technology is emerging as the most coveted technology owing to its high speed internet service offerings. New hi-tech devices, smart phones, high-speed internet, different applications & open sources such as android systems have helped the dream come true.

Integrated, Embedded and Tethered are the different connectivity solutions, which are transforming the cars into connected cars. Connected Car finds its major application in navigation, telematics and infotainment. Infotainment application segment would dominate the Europe connected car market, with a market share of approximately 43.0% in 2015. The specific standards set by the European commission enables vehicles from different manufacturing houses to communicate with each other. Authorities in Germany, Austria and Netherlands have agreed to develop and install roadside communication infrastructure. All these factors are driving the adoption of connected cars in Europe.

The market of 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 cars, the Europe connected car market is analyzed based on countries within Europe (Russia, Germany, U.K., France, Spain, Italy and rest of Europe).

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. Nokia Growth Partners (NGP) launched a USD 100 million connected car fund to identify and invest in companies with innovative and new technologies.

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