

LAMEA Automotive Telematics Market (2016 - 2022)

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Abstracts

Vehicle Telematics system is an automatic system designed for vehicles that incorporates some form of cellular communication. The telematics for vehicles started in 1980's, for tracking of stolen cars with the help of radio frequency communication using unlicensed frequency bands. Telematics are information and telecommunication products that combine computers and telecommunication services for transferring large amounts of data in vehicles in real-time. Safety and security is another aspect that would largely drive the telematics market. This aspect has always been crucial from the consumers as well as the auto manufacturer's perspective. In case of accidents, these vehicles have the ability to send an SOS message along with the coordinates of the driver's location. In case of theft, the owners will be able to track their vehicle at the tip of their fingers, using a smart phone app developed for this purpose. The increasing number of thefts and accidents of vehicles in many regions has increases the demand for telematics solution and can be the growth driver for telematics market. In LAMEA, countries like Brazil have introduced a program called 'SIMRAV' to monitor and control crimes for the vehicles. Such regulations are positively driving the telematics market in the forecasted period.

The LAMEA telematics market covers all the connectivity platforms and solutions used for providing internet service within a vehicle through the application of telematics. The research conducted, provides a fair idea about the LAMEA telematics market. The overall telematics market is bifurcated into commercial and consumer telematics market. For this report, commercial segment includes light, medium and heavy commercial vehicle; consumer includes passenger cars. The various applications, products and services related to telematics, in the vehicle, are discussed in this report. The report covers type of telematics which is incorporated in the vehicles. The application segment in the report includes is further categorized into solutions and services. Solutions include fleet/asset management, navigation, insurance, infotainment, tele – health and others (V2V and V2I, and remote alarm and monitoring).

The services segment includes design and consulting, maintenance & training and integration & deployment. This report also covers the various end users for telematics which include logistics and transportation, individuals and car rental companies, insurance, healthcare, media & entertainment, automotive manufacturers and dealers and Government security agencies.

Based on Country, Automotive Telematics market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria and Rest of LAMEA. Brazil remained the dominant Country in the LAMEA Automotive Telematics market in 2015. South Africa would witness highest CAGR during the forecast period (2016-2022).

The report covers the analysis of key stake holders of the Automotive Telematics market. Key companies profiled in the report include Verizon Communications Inc., AT&T Inc., Ford Motor Company, BMW AG Robert Bosch GmbH, Valeo S.A, Harman International Industries, Incorporated, Vodafone Group Plc and TELEFÓNICA, S.A.

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