

# North America Connected Car Market (2016 - 2022)

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## Abstracts

The Automotive industry is undergoing a phase of digitalization. North America adopts new technologies relatively earlier than any other regions. Factors such as technological advancements and increasing need for connectivity among the customers are the major drivers for the connected car market in the North American region. U.S was one of the first countries to adopt connected cars and M2M connectivity in the automotive sector. Five years down the line, vehicles would be transformed into communication objects. Connectivity access is the need of the hour, as people wish to stay connected with the outer world even while travelling. New hi-tech devices, smart phones, high-speed internet, various applications & open sources such as android systems have transformed the concept of connected vehicles.

Integrated, Embedded and Tethered are the different connectivity solutions used in the connected cars. Connected Car finds its major application in navigation, telematics and infotainment. Infotainment application segment would dominate the North America connected car market, with a market share of approximately 41.8% in 2015.

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 car, the North America connected car market is analyzed based on countries including U.S., Canada, Mexico and rest of North America. Further, U.S. is the major market for connected car in the North America region.

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. In accordance to this, BMW and Ford offer extended subscription free periods to new

vehicle owners, as a competitive edge in the U.S.

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