

# App Strategies for the Connected Car Industry

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## Abstracts

In-vehicle connectivity has morphed cars into the next great apps platform. Yet vehicles are distinct from other app-serving consumer devices due to safety concerns, product development timelines, and product ownership models. This report addresses issues facing the connected car app ecosystem, provides insight on consumer perspectives on connected car apps, and assesses four connected vehicle app strategies. It also provides a sizing of the U.S. connected car market as of year-end 2015 and a forecast through 2021.

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