+44 20 8123 2220
info@marketpublishers.com

Connected Car Services and Apps

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Abstracts

This research assesses the current adoption of connected car features as well as the consumer demand for such features, including billing preferences and new conceptual features. It presents results based on vehicle make in order to analyze differences in adoption and demand by brand. Finally, it examines consumer privacy and security concerns and their potential to inhibit adoption of these and other types of “smart” devices.

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