

Electric Vehicle Telematics Market – Global Industry Size, Share, Trends Opportunity, and Forecast 2018-2028 Segmented By Technology (Embedded, Retrofitted), By Vehicle Type (Two Wheelers, Passenger Vehicles, Commercial Vehicles), By Application (Safety and Security, Entertainment, Information and Navigation, Diagnostics, Others), By Region, Competition

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## **Abstracts**

The Global Electric Vehicle Telematics Market size reached USD 7.6 billion in 2022 and is expected grow with a CAGR of 7.9% in the forecast period.

The global Electric Vehicle Telematics Market is undergoing significant evolution, driven by the surge in electric vehicle (EV) adoption and the demand for advanced connectivity and data-driven features. Telematics, a fusion of telecommunications and informatics, plays a pivotal role in enhancing the functionality, safety, and efficiency of electric vehicles.

One of the primary drivers of this market is the rapid growth of the electric vehicle segment. As governments worldwide implement stricter emission regulations and offer incentives for EV adoption, consumers are increasingly transitioning to electric vehicles. Telematics Vehicle Types provide EV owners with essential data, such as battery status, charging station locations, and range estimations, which are crucial for a seamless EV ownership experience. Telematics technology also contributes to the broader trend of smart and connected vehicles. These Vehicle Types enable real-time data transmission between the vehicle and external servers, allowing for remote



diagnostics, over-the-air updates, and predictive maintenance. Additionally, telematics facilitates continuous monitoring of EV performance, battery health, and driver behavior, ensuring optimal vehicle operation and enhancing safety.

The integration of electric vehicle telematics with mobile apps and navigation Vehicle Types further enhances the user experience. EV drivers can access information about charging infrastructure, plan routes that include charging stops, and receive notifications about optimal charging times. This level of connectivity not only reduces range anxiety but also promotes efficient energy usage, contributing to the market's growth.

Moreover, the electric vehicle telematics market is witnessing innovations in data analytics and artificial intelligence. Predictive analytics can anticipate maintenance needs and provide real-time insights into energy consumption, ultimately optimizing an EV's performance and lifespan. Al-driven features, such as driver behavior analysis and energy-saving recommendations, are becoming increasingly common, bolstering the appeal of electric vehicles. The global Electric Vehicle Telematics Market is thriving due to the growing adoption of electric vehicles and the demand for enhanced connectivity and functionality. As electric mobility continues to gain momentum, the role of telematics in providing real-time data, improving efficiency, and ensuring a seamless EV ownership experience is poised to become even more significant in the years ahead.

**Key Market Drivers** 

Rapid Electric Vehicle Adoption

The global shift toward electric vehicles (EVs) is a pivotal driver. Governments worldwide are implementing stringent emissions regulations and offering incentives to promote EV adoption. This surge in EV sales is generating significant demand for telematics Vehicle Types that enhance the overall EV ownership experience.

**Enhanced Connectivity Demand** 

There's a growing consumer demand for advanced connectivity features in vehicles. Electric vehicle telematics Vehicle Types address this demand by providing real-time data on essential EV parameters such as battery status, charging station locations, and range estimations. This connectivity helps alleviate range anxiety and empowers EV drivers with more information for efficient use of their vehicles.

Smart and Connected Vehicles



The broader trend of smart and connected vehicles is a crucial driver for telematics Vehicle Types. These Vehicle Types enable continuous data exchange between the vehicle and external servers, enabling remote diagnostics, over-the-air software updates, and predictive maintenance. Such connectivity enhances vehicle functionality, ensures safety, and contributes to a seamless driving experience.

## Charging Infrastructure Development

The expansion of charging infrastructure for electric vehicles is a pivotal driver for telematics Vehicle Types. These Vehicle Types help EV drivers locate charging stations, plan routes that include charging stops, and receive real-time information on station availability. This streamlines the charging process, reduces range anxiety, and encourages EV adoption.

## **Energy Efficiency Optimization**

Telematics Vehicle Types play a significant role in optimizing energy efficiency in electric vehicles. Through real-time data monitoring and analysis, these Vehicle Types provide insights into energy consumption patterns and offer recommendations to maximize range and battery life. This feature appeals to environmentally conscious consumers and enhances the appeal of EVs.

## Government Incentives and Regulations

Governments worldwide are implementing incentives and regulations to promote EV adoption and reduce greenhouse gas emissions. Telematics Vehicle Types facilitate compliance with these regulations by providing data on emissions reductions and other key metrics. This driver encourages automakers to integrate telematics into their EVs.

#### Consumer Awareness

As consumers become more informed about the benefits of electric vehicles and the role of telematics Vehicle Types in enhancing their driving experience, demand for these Vehicle Types increases. Enhanced consumer awareness about EVs and their associated technology drives market growth.

### Data Analytics and Artificial Intelligence



The integration of advanced data analytics and artificial intelligence in telematics Vehicle Types is a noteworthy driver. Predictive analytics can anticipate maintenance needs, while Al-driven features such as driver behavior analysis and energy-saving recommendations enhance the efficiency and appeal of electric vehicles. In conclusion, the global Electric Vehicle Telematics Market is being propelled forward by the rapid adoption of electric vehicles, the growing demand for connectivity, and the development of charging infrastructure. Moreover, government incentives and regulations, coupled with consumer awareness, are further accelerating the adoption of telematics Vehicle Types in electric vehicles, making them a critical component of the evolving automotive landscape.

Key Market Challenges

High Initial Cost

The integration of telematics Vehicle Types can significantly increase the upfront cost of electric vehicles. This cost includes not only the hardware but also the software development and infrastructure required to support these Vehicle Types. Consumers may find the added expense discouraging, especially when compared to traditional internal combustion engine vehicles.

Infrastructure Gaps

A key challenge is the availability and accessibility of charging infrastructure. The uneven distribution of charging stations across regions can lead to range anxiety, where electric vehicle owners fear running out of power before reaching a charging point.

Addressing these infrastructure gaps is vital for boosting consumer confidence in electric vehicles.

Data Privacy and Security

Telematics Vehicle Types collect vast amounts of sensitive data, including location information, driving behavior, and vehicle performance data. Ensuring the privacy and security of this data is a significant challenge. Any breach or misuse of this information could lead to serious consequences, including potential legal and reputational issues.

**Integration Complexity** 

Integrating telematics Vehicle Types into electric vehicles while maintaining

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compatibility across various vehicle models and manufacturers is complex. Ensuring that these Vehicle Types work seamlessly with the vehicle's existing components and software requires substantial engineering and testing efforts.

#### Consumer Education

Many consumers are not fully aware of the capabilities and advantages of telematics Vehicle Types in electric vehicles. Overcoming this challenge necessitates effective consumer education and marketing campaigns to showcase the benefits of these Vehicle Types, such as efficient route planning, remote diagnostics, and predictive maintenance.

## Regulatory Compliance

Telematics Vehicle Types must comply with a multitude of evolving data privacy and cybersecurity regulations. These regulations vary by region and can be complex, requiring automakers and telematics providers to navigate a challenging regulatory landscape.

## Range Anxiety Mitigation

Although telematics Vehicle Types help address range anxiety by providing real-time information about charging station locations and availability, the psychological concern about running out of power remains a challenge. Extensive expansion of charging infrastructure, along with advancements in battery technology, is needed to fully alleviate this anxiety.

### Aftermarket Adoption

Retrofitting older electric vehicles with telematics Vehicle Types can be challenging and costly. As technology evolves, integrating these Vehicle Types into existing vehicles becomes more complex. Ensuring that consumers have access to telematics features across various electric vehicle models, including older ones, poses a significant challenge for automakers and third-party providers.

The global Electric Vehicle Telematics Market faces a range of challenges, from cost considerations and infrastructure gaps to data privacy and security concerns.

Overcoming these hurdles is crucial to fostering broader adoption of electric vehicles and the telematics technology that enhances their functionality and user experience.



## **Key Market Trends**

## **Enhanced Connectivity**

Telematics Vehicle Types are evolving to offer seamless connectivity, enabling real-time data exchange between electric vehicles (EVs) and external Vehicle Types. This connectivity allows for features like remote diagnostics, which can proactively identify vehicle issues, over-the-air updates for software improvements, and predictive maintenance alerts, all of which enhance the overall user experience.

## Battery Monitoring and Management

Telematics Vehicle Types are placing a strong emphasis on battery health. They provide detailed insights into the condition of the EV's battery, monitoring factors such as temperature and charge status. This data allows users to make informed decisions about charging patterns, thereby extending the battery's lifespan, and optimizing its performance.

### **Predictive Maintenance**

Telematics Vehicle Types are increasingly incorporating predictive maintenance capabilities. By analyzing various vehicle data points, such as engine performance and sensor readings, these Vehicle Types can predict when maintenance is needed. This proactive approach reduces vehicle downtime, improves safety, and ensures that EVs operate at peak efficiency.

## User-Friendly Mobile Apps

Electric vehicle telematics are increasingly integrated with user-friendly mobile apps. These apps provide EV owners with real-time information about charging station locations, availability, and pricing. Users can plan journeys more effectively, locate nearby charging options, and even remotely control vehicle functions, enhancing the convenience of electric vehicle ownership.

## Fleet Management Solutions

Telematics Vehicle Types are playing a pivotal role in fleet management for electric vehicles. Fleet operators benefit from remote vehicle monitoring, route optimization, and



energy consumption analysis. These capabilities reduce operating costs, improve fleet efficiency, and ensure that EVs are deployed effectively within fleets.

## Data Analytics and Al

The integration of data analytics and artificial intelligence (AI) is advancing in telematics Vehicle Types. Al algorithms analyze data from various sources, including sensors and vehicle performance metrics. These analyses yield valuable insights into driver behavior, energy consumption, and potential maintenance needs, contributing to overall vehicle performance and safety.

#### Government Initiatives

Many governments are actively supporting the electric vehicle telematics market through various initiatives. These include funding for charging infrastructure expansion, regulatory support for EV adoption, and incentives such as tax credits and rebates for consumers and businesses investing in electric vehicles and related technologies. Government backing accelerates the development and adoption of electric mobility solutions.

The global Electric Vehicle Telematics Market is undergoing rapid transformation, with telematics Vehicle Types evolving to offer enhanced connectivity, battery monitoring, predictive maintenance, and energy efficiency optimization. These trends are shaping the future of electric mobility by improving the functionality and user experience of electric vehicles while aligning with government initiatives to promote sustainability and cleaner transportation.

## Segmental Insights

The Electric Vehicle Telematics Market is segmented by Technology, with two primary categories: passenger vehicles and commercial vehicles. In the passenger vehicle segment, which includes electric cars and plug-in hybrids, telematics Vehicle Types play a pivotal role in enhancing the ownership experience. These Vehicle Types offer real-time information on battery status, charging station locations, and energy efficiency, addressing consumer concerns and promoting the adoption of electric passenger vehicles. On the other hand, commercial vehicles, including electric vans and trucks, are increasingly adopting telematics solutions. Fleet operators use these Vehicle Types for route optimization, remote diagnostics, and energy efficiency monitoring to reduce operational costs and promote sustainability within their fleets. The versatility of



telematics technology across different Technologys underscores its importance in the electric mobility landscape.

The Electric Vehicle Telematics Market comprises two key components: hardware and software. The hardware component includes sensors, control units, and communication modules responsible for data collection and transmission. This segment is evolving with advancements in sensor technologies and communication modules, leading to more accurate data collection and improved connectivity. The software component is equally crucial, encompassing features like predictive maintenance algorithms, route planning, and user interfaces. Telematics software empowers users with actionable insights, enhancing the efficiency and convenience of electric vehicles. As data analytics and Al capabilities continue to progress, the software segment remains at the forefront of innovation in the telematics market.

The Electric Vehicle Telematics Market serves two primary end-user groups: individual consumers and fleet operators. For individual consumers, telematics Vehicle Types offer user-friendly mobile applications that provide real-time information on charging station locations, availability, and pricing. These apps also enable users to plan journeys efficiently and remotely control certain vehicle functions, contributing to a seamless and convenient electric vehicle ownership experience. On the other hand, fleet operators, such as delivery services and public transportation providers, heavily rely on telematics for efficient fleet management. These Vehicle Types assist in route optimization, remote diagnostics, and energy consumption analysis. By reducing operational costs and enhancing fleet efficiency, telematics technology supports the transition to electric commercial vehicles and promotes sustainability within fleet-based industries. Overall, the diverse needs of individual consumers and fleet operators highlight the versatility of telematics solutions in addressing various market segments within the electric vehicle.

## Regional Insights

North America is a significant player in the Electric Vehicle Telematics Market. The United States, in particular, has witnessed a surge in electric vehicle adoption, driven by federal incentives, state-level rebates, and increasing environmental awareness. Telematics Vehicle Types are highly sought after by American consumers, providing real-time data on charging infrastructure and vehicle health. Additionally, fleet operators in the U.S. employ telematics for efficient management of electric delivery and transit fleets. Canada is also experiencing growth in this market, with government initiatives supporting the expansion of electric mobility. The well-established charging



infrastructure in North America further contributes to the demand for telematics solutions.

Europe is a hotbed of electric vehicle innovation and adoption, making it a robust market for Electric Vehicle Telematics. Countries within the European Union (EU) have committed to stringent emissions reductions, driving the adoption of electric vehicles. Telematics Vehicle Types play a vital role in ensuring efficient energy use and reducing emissions. Moreover, European automakers are actively integrating telematics technology into their electric vehicle offerings. Norway, the Netherlands, and Germany, in particular, have experienced significant growth in electric vehicle sales, leading to a surge in demand for telematics solutions. The EU's supportive policies and investments in charging infrastructure further bolster the telematics market's growth across the continent.

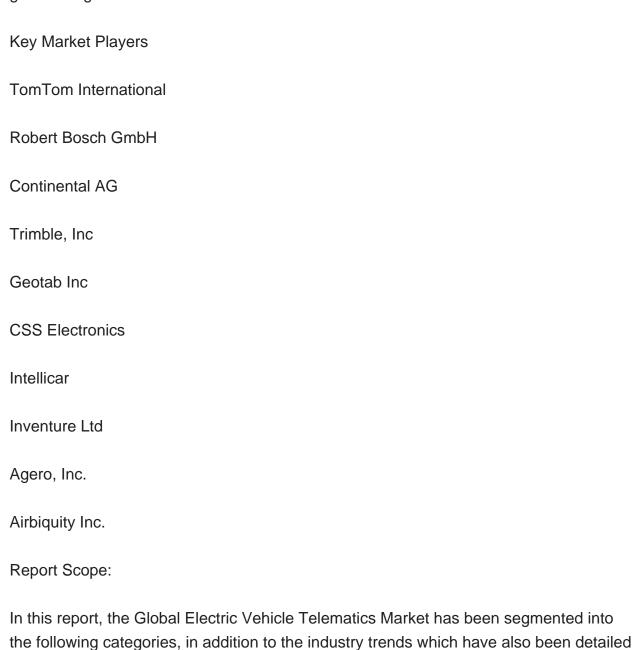
Asia-Pacific, led by China and Japan, is a rapidly growing region for the Electric Vehicle Telematics Market. China, as the world's largest automotive market, has implemented strict emissions standards and significant incentives for electric vehicles. Telematics Vehicle Types are integral to the success of electric vehicles in China, offering consumers real-time information on charging stations and battery health. Japan, with its long history of hybrid vehicles, continues to play a pivotal role in advancing telematics technology. South Korea and India are also witnessing growth in telematics adoption as they promote electric mobility. The region's commitment to electric transportation, combined with its substantial market size, makes Asia-Pacific a crucial market for telematics providers.

Latin America is gradually embracing Electric Vehicle Telematics, albeit at a slower pace compared to other regions. The adoption rate is driven by increasing urbanization and the need to address air pollution and congestion in cities. Governments in countries like Brazil and Mexico are exploring initiatives to promote electric vehicles and related technologies. However, economic challenges and limited charging infrastructure in certain areas have impacted the rate of adoption. As Latin American countries prioritize sustainability and cleaner transportation solutions, the telematics market is expected to witness gradual growth.

The Middle East and Africa are showing a growing interest in Electric Vehicle Telematics. While adoption is in its nascent stage, certain regions, such as the United Arab Emirates and South Africa, have exhibited enthusiasm for electric mobility. Telematics Vehicle Types are becoming increasingly relevant in these areas as they support the growth of electric vehicle adoption. However, infrastructure challenges,



including limited charging stations, pose significant hurdles to widespread adoption. As governments in the region invest in sustainable transportation and charging infrastructure, the telematics market is poised for potential expansion. The regional insights highlight the varying dynamics of the Electric Vehicle Telematics Market across different parts of the world. North America and Europe are well-established markets with strong government support and consumer demand, while Asia-Pacific is rapidly growing due to its substantial market size and commitment to electric mobility. Latin America and the Middle East and Africa are emerging markets where the adoption of electric vehicles and telematics technology is gradually gaining traction, driven by sustainability goals and government initiatives.



below:



Electric Vehicle Telematics Market, By Technology:				
Embedded				
Retrofitted				
Electric Vehicle Telematics Market, By Vehicle Type:				
Two Wheelers				
Passenger Vehicles				
Commercial Vehicles				
Electric Vehicle Telematics Market, By Application:				
Safety and Security				
Entertainment				
Information and Navigation				
Diagnostics				
Others				
Electric Vehicle Telematics Market, By Region:				
North America				
United States				
Canada				
Mexico				
Europe & CIS				

Germany



Spain		
France		
Russia		
Italy		
United Kingdom		
Belgium		
Asia-Pacific		
China		
India		
Japan		
Indonesia		
Thailand		
Australia		
South Korea		
South America		
Brazil		
Argentina		
Colombia		
Middle East & Africa		



Turkey
Iran
Saudi Arabia
UAE

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Electric Vehicle Telematics Market.

Available Customizations:

Global Electric Vehicle Telematics Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

**Company Information** 

Detailed analysis and profiling of additional market players (up to five).



## **Contents**

#### 1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

#### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

## 3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

#### 4. IMPACT OF COVID-19 ON GLOBAL ELECTRIC VEHICLE TELEMATICS MARKET

#### 5. GLOBAL ELECTRIC VEHICLE TELEMATICS MARKET OUTLOOK

- 5.1. Market Size & Forecast
- 5.1.1. By Volume & Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Technology Market Share Analysis (Embedded, Retrofitted)
- 5.2.2. By Vehicle Type Market Share Analysis (Two Wheelers, Passenger Vehicles, Commercial Vehicles)
- 5.2.3. By Application Market Share Analysis (Safety and Security, Entertainment, Information and Navigation, Diagnostics, Others)



- 5.2.4. By Regional Market Share Analysis
  - 5.2.4.1. Asia-Pacific Market Share Analysis
  - 5.2.4.2. Europe & CIS Market Share Analysis
  - 5.2.4.3. North America Market Share Analysis
  - 5.2.4.4. South America Market Share Analysis
  - 5.2.4.5. Middle East & Africa Market Share Analysis
- 5.2.5. By Company Market Share Analysis (Top 5 Companies, Others By Value, 2022)
- 5.3. Global Electric Vehicle Telematics Market Mapping & Opportunity Assessment
  - 5.3.1. By Technology Market Mapping & Opportunity Assessment
  - 5.3.2. By Vehicle Type Market Mapping & Opportunity Assessment
  - 5.3.3. By Application Market Mapping & Opportunity Assessment
  - 5.3.4. By Regional Market Mapping & Opportunity Assessment

#### 6. ASIA-PACIFIC ELECTRIC VEHICLE TELEMATICS MARKET OUTLOOK

- 6.1. Market Size & Forecast
  - 6.1.1. By Volume & Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Technology Market Share Analysis
  - 6.2.2. By Vehicle Type Market Share Analysis
  - 6.2.3. By Application Market Share Analysis
  - 6.2.4. By Country Market Share Analysis
    - 6.2.4.1. China Market Share Analysis
    - 6.2.4.2. India Market Share Analysis
    - 6.2.4.3. Japan Market Share Analysis
    - 6.2.4.4. Indonesia Market Share Analysis
    - 6.2.4.5. Thailand Market Share Analysis
    - 6.2.4.6. South Korea Market Share Analysis
    - 6.2.4.7. Australia Market Share Analysis
  - 6.2.4.8. Rest of Asia-Pacific Market Share Analysis
- 6.3. Asia-Pacific: Country Analysis
  - 6.3.1. China Electric Vehicle Telematics Market Outlook
    - 6.3.1.1. Market Size & Forecast
      - 6.3.1.1.1. By Volume & Value
    - 6.3.1.2. Market Share & Forecast
      - 6.3.1.2.1. By Technology Market Share Analysis
    - 6.3.1.2.2. By Vehicle Type Market Share Analysis
    - 6.3.1.2.3. By Application Market Share Analysis



- 6.3.2. India Electric Vehicle Telematics Market Outlook
  - 6.3.2.1. Market Size & Forecast
  - 6.3.2.1.1. By Volume & Value
  - 6.3.2.2. Market Share & Forecast
    - 6.3.2.2.1. By Technology Market Share Analysis
    - 6.3.2.2.2. By Vehicle Type Market Share Analysis
  - 6.3.2.2.3. By Application Market Share Analysis
- 6.3.3. Japan Electric Vehicle Telematics Market Outlook
  - 6.3.3.1. Market Size & Forecast
  - 6.3.3.1.1. By Volume & Value
  - 6.3.3.2. Market Share & Forecast
    - 6.3.3.2.1. By Technology Market Share Analysis
    - 6.3.3.2.2. By Vehicle Type Market Share Analysis
  - 6.3.3.2.3. By Application Market Share Analysis
- 6.3.4. Indonesia Electric Vehicle Telematics Market Outlook
  - 6.3.4.1. Market Size & Forecast
    - 6.3.4.1.1. By Volume & Value
  - 6.3.4.2. Market Share & Forecast
    - 6.3.4.2.1. By Technology Market Share Analysis
    - 6.3.4.2.2. By Vehicle Type Market Share Analysis
  - 6.3.4.2.3. By Application Market Share Analysis
- 6.3.5. Thailand Electric Vehicle Telematics Market Outlook
  - 6.3.5.1. Market Size & Forecast
    - 6.3.5.1.1. By Volume & Value
  - 6.3.5.2. Market Share & Forecast
    - 6.3.5.2.1. By Technology Market Share Analysis
    - 6.3.5.2.2. By Vehicle Type Market Share Analysis
    - 6.3.5.2.3. By Application Market Share Analysis
- 6.3.6. South Korea Electric Vehicle Telematics Market Outlook
  - 6.3.6.1. Market Size & Forecast
  - 6.3.6.1.1. By Volume & Value
  - 6.3.6.2. Market Share & Forecast
    - 6.3.6.2.1. By Technology Market Share Analysis
    - 6.3.6.2.2. By Vehicle Type Market Share Analysis
    - 6.3.6.2.3. By Application Market Share Analysis
- 6.3.7. Australia Electric Vehicle Telematics Market Outlook
- 6.3.7.1. Market Size & Forecast
  - 6.3.7.1.1. By Volume & Value
- 6.3.7.2. Market Share & Forecast



- 6.3.7.2.1. By Technology Market Share Analysis
- 6.3.7.2.2. By Vehicle Type Market Share Analysis
- 6.3.7.2.3. By Application Market Share Analysis

#### 7. EUROPE & CIS ELECTRIC VEHICLE TELEMATICS MARKET OUTLOOK

- 7.1. Market Size & Forecast
  - 7.1.1. By Volume & Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Technology Market Share Analysis
  - 7.2.2. By Vehicle Type Market Share Analysis
  - 7.2.3. By Application Market Share Analysis
  - 7.2.4. By Country Market Share Analysis
    - 7.2.4.1. Germany Market Share Analysis
    - 7.2.4.2. Spain Market Share Analysis
    - 7.2.4.3. France Market Share Analysis
    - 7.2.4.4. Russia Market Share Analysis
    - 7.2.4.5. Italy Market Share Analysis
    - 7.2.4.6. United Kingdom Market Share Analysis
    - 7.2.4.7. Belgium Market Share Analysis
    - 7.2.4.8. Rest of Europe & CIS Market Share Analysis
- 7.3. Europe & CIS: Country Analysis
  - 7.3.1. Germany Electric Vehicle Telematics Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1 By Volume & Value
    - 7.3.1.2. Market Share & Forecast
    - 7.3.1.2.1. By Technology Market Share Analysis
    - 7.3.1.2.2. By Vehicle Type Market Share Analysis
    - 7.3.1.2.3. By Application Market Share Analysis
  - 7.3.2. Spain Electric Vehicle Telematics Market Outlook
    - 7.3.2.1. Market Size & Forecast
    - 7.3.2.1.1. By Volume & Value
    - 7.3.2.2. Market Share & Forecast
      - 7.3.2.2.1. By Technology Market Share Analysis
      - 7.3.2.2.2. By Vehicle Type Market Share Analysis
      - 7.3.2.2.3. By Application Market Share Analysis
  - 7.3.3. France Electric Vehicle Telematics Market Outlook
    - 7.3.3.1. Market Size & Forecast
    - 7.3.3.1.1. By Volume & Value



- 7.3.3.2. Market Share & Forecast
  - 7.3.3.2.1. By Technology Market Share Analysis
  - 7.3.3.2.2. By Vehicle Type Market Share Analysis
- 7.3.3.2.3. By Application Market Share Analysis
- 7.3.4. Russia Electric Vehicle Telematics Market Outlook
  - 7.3.4.1. Market Size & Forecast
  - 7.3.4.1.1. By Volume & Value
  - 7.3.4.2. Market Share & Forecast
    - 7.3.4.2.1. By Technology Market Share Analysis
  - 7.3.4.2.2. By Vehicle Type Market Share Analysis
  - 7.3.4.2.3. By Application Market Share Analysis
- 7.3.5. Italy Electric Vehicle Telematics Market Outlook
  - 7.3.5.1. Market Size & Forecast
    - 7.3.5.1.1. By Volume & Value
  - 7.3.5.2. Market Share & Forecast
  - 7.3.5.2.1. By Technology Market Share Analysis
  - 7.3.5.2.2. By Vehicle Type Market Share Analysis
  - 7.3.5.2.3. By Application Market Share Analysis
- 7.3.6. United Kingdom Electric Vehicle Telematics Market Outlook
  - 7.3.6.1. Market Size & Forecast
    - 7.3.6.1.1. By Volume & Value
  - 7.3.6.2. Market Share & Forecast
    - 7.3.6.2.1. By Technology Market Share Analysis
    - 7.3.6.2.2. By Vehicle Type Market Share Analysis
  - 7.3.6.2.3. By Application Market Share Analysis
- 7.3.7. Belgium Electric Vehicle Telematics Market Outlook
  - 7.3.7.1. Market Size & Forecast
  - 7.3.7.1.1. By Volume & Value
  - 7.3.7.2. Market Share & Forecast
    - 7.3.7.2.1. By Technology Market Share Analysis
    - 7.3.7.2.2. By Vehicle Type Market Share Analysis
    - 7.3.7.2.3. By Application Market Share Analysis

#### 8. NORTH AMERICA ELECTRIC VEHICLE TELEMATICS MARKET OUTLOOK

- 8.1. Market Size & Forecast
  - 8.1.1. By Volume & Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Technology Market Share Analysis



- 8.2.2. By Vehicle Type Market Share Analysis
- 8.2.3. By Application Market Share Analysis
- 8.2.4. By Country Market Share Analysis
  - 8.2.4.1. United States Market Share Analysis
  - 8.2.4.2. Mexico Market Share Analysis
  - 8.2.4.3. Canada Market Share Analysis
- 8.3. North America: Country Analysis
  - 8.3.1. United States Electric Vehicle Telematics Market Outlook
    - 8.3.1.1. Market Size & Forecast
    - 8.3.1.1.1. By Volume & Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Technology Market Share Analysis
      - 8.3.1.2.2. By Vehicle Type Market Share Analysis
    - 8.3.1.2.3. By Application Market Share Analysis
  - 8.3.2. Mexico Electric Vehicle Telematics Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Volume & Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Technology Market Share Analysis
      - 8.3.2.2.2. By Vehicle Type Market Share Analysis
      - 8.3.2.2.3. By Application Market Share Analysis
  - 8.3.3. Canada Electric Vehicle Telematics Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Volume & Value
    - 8.3.3.2. Market Share & Forecast
      - 8.3.3.2.1. By Technology Market Share Analysis
      - 8.3.3.2.2. By Vehicle Type Market Share Analysis
      - 8.3.3.2.3. By Application Market Share Analysis

#### 9. SOUTH AMERICA ELECTRIC VEHICLE TELEMATICS MARKET OUTLOOK

- 9.1. Market Size & Forecast
  - 9.1.1. By Volume & Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Technology Market Share Analysis
  - 9.2.2. By Vehicle Type Market Share Analysis
  - 9.2.3. By Application Market Share Analysis
  - 9.2.4. By Country Market Share Analysis
  - 9.2.4.1. Brazil Market Share Analysis



- 9.2.4.2. Argentina Market Share Analysis
- 9.2.4.3. Colombia Market Share Analysis
- 9.2.4.4. Rest of South America Market Share Analysis
- 9.3. South America: Country Analysis
  - 9.3.1. Brazil Electric Vehicle Telematics Market Outlook
    - 9.3.1.1. Market Size & Forecast
    - 9.3.1.1.1. By Volume & Value
    - 9.3.1.2. Market Share & Forecast
    - 9.3.1.2.1. By Technology Market Share Analysis
    - 9.3.1.2.2. By Vehicle Type Market Share Analysis
    - 9.3.1.2.3. By Application Market Share Analysis
  - 9.3.2. Colombia Electric Vehicle Telematics Market Outlook
    - 9.3.2.1. Market Size & Forecast
    - 9.3.2.1.1. By Volume & Value
    - 9.3.2.2. Market Share & Forecast
      - 9.3.2.2.1. By Technology Market Share Analysis
      - 9.3.2.2.2. By Vehicle Type Market Share Analysis
      - 9.3.2.2.3. By Application Market Share Analysis
  - 9.3.3. Argentina Electric Vehicle Telematics Market Outlook
    - 9.3.3.1. Market Size & Forecast
      - 9.3.3.1.1. By Volume & Value
    - 9.3.3.2. Market Share & Forecast
      - 9.3.3.2.1. By Technology Market Share Analysis
      - 9.3.3.2.2. By Vehicle Type Market Share Analysis
      - 9.3.3.2.3. By Application Market Share Analysis

# 10. MIDDLE EAST & AFRICA ELECTRIC VEHICLE TELEMATICS MARKET OUTLOOK

- 10.1. Market Size & Forecast
  - 10.1.1. By Volume & Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Technology Market Share Analysis
  - 10.2.2. By Vehicle Type Market Share Analysis
  - 10.2.3. By Application Market Share Analysis
  - 10.2.4. By Country Market Share Analysis
  - 10.2.4.1. Turkey Market Share Analysis
  - 10.2.4.2. Iran Market Share Analysis
  - 10.2.4.3. Saudi Arabia Market Share Analysis



- 10.2.4.4. UAE Market Share Analysis
- 10.2.4.5. Rest of Middle East & Africa Market Share Africa
- 10.3. Middle East & Africa: Country Analysis
  - 10.3.1. Turkey Electric Vehicle Telematics Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Volume & Value
    - 10.3.1.2. Market Share & Forecast
    - 10.3.1.2.1. By Technology Market Share Analysis
    - 10.3.1.2.2. By Vehicle Type Market Share Analysis
    - 10.3.1.2.3. By Application Market Share Analysis
  - 10.3.2. Iran Electric Vehicle Telematics Market Outlook
    - 10.3.2.1. Market Size & Forecast
      - 10.3.2.1.1. By Volume & Value
    - 10.3.2.2. Market Share & Forecast
      - 10.3.2.2.1. By Technology Market Share Analysis
      - 10.3.2.2.2. By Vehicle Type Market Share Analysis
      - 10.3.2.2.3. By Application Market Share Analysis
  - 10.3.3. Saudi Arabia Electric Vehicle Telematics Market Outlook
    - 10.3.3.1. Market Size & Forecast
      - 10.3.3.1.1. By Volume & Value
    - 10.3.3.2. Market Share & Forecast
      - 10.3.3.2.1. By Technology Market Share Analysis
      - 10.3.3.2.2. By Vehicle Type Market Share Analysis
      - 10.3.3.2.3. By Application Market Share Analysis
  - 10.3.4. UAE Electric Vehicle Telematics Market Outlook
    - 10.3.4.1. Market Size & Forecast
    - 10.3.4.1.1. By Volume & Value
    - 10.3.4.2. Market Share & Forecast
      - 10.3.4.2.1. By Technology Market Share Analysis
      - 10.3.4.2.2. By Vehicle Type Market Share Analysis
      - 10.3.4.2.3. By Application Market Share Analysis

### 11. SWOT ANALYSIS

- 11.1. Strength
- 11.2. Weakness
- 11.3. Opportunities
- 11.4. Threats



#### 12. MARKET DYNAMICS

- 12.1. Market Drivers
- 12.2. Market Challenges

#### 13. MARKET TRENDS AND DEVELOPMENTS

#### 14. COMPETITIVE LANDSCAPE

- 14.1. Company Profiles (Up to 10 Major Companies)
  - 14.1.1. TomTom International
    - 14.1.1.1. Company Details
    - 14.1.1.2. Key Product Offered
    - 14.1.1.3. Financials (As Per Availability)
    - 14.1.1.4. Recent Developments
  - 14.1.1.5. Key Management Personnel
  - 14.1.2. Robert Bosch GmbH
  - 14.1.2.1. Company Details
  - 14.1.2.2. Key Product Offered
  - 14.1.2.3. Financials (As Per Availability)
  - 14.1.2.4. Recent Developments
  - 14.1.2.5. Key Management Personnel
  - 14.1.3. Continental AG
    - 14.1.3.1. Company Details
    - 14.1.3.2. Key Product Offered
    - 14.1.3.3. Financials (As Per Availability)
    - 14.1.3.4. Recent Developments
    - 14.1.3.5. Key Management Personnel
  - 14.1.4. Trimble, Inc
    - 14.1.4.1. Company Details
  - 14.1.4.2. Key Product Offered
  - 14.1.4.3. Financials (As Per Availability)
  - 14.1.4.4. Recent Developments
  - 14.1.4.5. Key Management Personnel
  - 14.1.5. Geotab Inc
  - 14.1.5.1. Company Details
  - 14.1.5.2. Key Product Offered
  - 14.1.5.3. Financials (As Per Availability)
  - 14.1.5.4. Recent Developments



- 14.1.5.5. Key Management Personnel
- 14.1.6. CSS Electronics
  - 14.1.6.1. Company Details
  - 14.1.6.2. Key Product Offered
  - 14.1.6.3. Financials (As Per Availability)
  - 14.1.6.4. Recent Developments
  - 14.1.6.5. Key Management Personnel
- 14.1.7. Intellicar
  - 14.1.7.1. Company Details
  - 14.1.7.2. Key Product Offered
  - 14.1.7.3. Financials (As Per Availability)
  - 14.1.7.4. Recent Developments
  - 14.1.7.5. Key Management Personnel
- 14.1.8. Inventure Ltd.
- 14.1.8.1. Company Details
- 14.1.8.2. Key Product Offered
- 14.1.8.3. Financials (As Per Availability)
- 14.1.8.4. Recent Developments
- 14.1.8.5. Key Management Personnel
- 14.1.9. Agero, Inc.
  - 14.1.9.1. Company Details
  - 14.1.9.2. Key Product Offered
  - 14.1.9.3. Financials (As Per Availability)
  - 14.1.9.4. Recent Developments
  - 14.1.9.5. Key Management Personnel
- 14.1.10. Airbiquity, Inc
  - 14.1.10.1. Company Details
- 14.1.10.2. Key Product Offered
- 14.1.10.3. Financials (As Per Availability)
- 14.1.10.4. Recent Developments
- 14.1.10.5. Key Management Personnel

### 15. STRATEGIC RECOMMENDATIONS

- 15.1. Key Focus Areas
  - 15.1.1. Target Regions
  - 15.1.2. Target Technology
  - 15.1.3. Target Vehicle Type



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