

# **North America Automotive Telematics Market Forecast to 2030 - Regional Analysis - by Offering (Hardware and Software & Services), Connectivity (Integrated, Tethered, and Embedded), Vehicle Type (Passenger Cars and Commercial Cars), and Application (Infotainment, Remote Diagnosis, Navigation (GPS), Safety and Security, and Others)**

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## **Abstracts**

The North America automotive telematics market was valued at US\$ 11,063.90 million in 2022 and is expected to reach US\$ 38,583.85 million by 2030; it is estimated to register a CAGR of 16.9% from 2022 to 2030.

### **Rising Automotive Sales and Production Fuel North America Automotive Telematics Market**

Automotive telematics is the combination of several hardware and software solutions, including GPS systems, onboard vehicle diagnostics, wireless telematic devices, and other solutions used to transmit the record and vehicle's data. Telematic devices control several parameters, such as location, speed, maintenance requirements, and services. Automotive telematics is a system of monitoring vehicles such as cars, automotive equipment, trucks, and other assets with the help of GPS technologies. Increasing automotive sales and production with built-in advanced telematics systems across the globe is driving market growth.

Automotive manufacturers use connectivity options, including automotive telematic solutions and software, to create a connected vehicle. Carmakers use a combination of GPS devices, accelerometers, gyroscopes, and connected solutions to meet customer

requirements for the vehicles. There are several major components used in automotive telematics, which are:

Input and output interface GPS receiver Accelerometer Buzzers SIM card Engine interface Others According to the American Automotive Association, the automobile manufacturing sector accounted for 11% of the US GDP in 2022. The automotive manufacturing industry of the US is the eighth largest sector globally, which generates US\$ 1 trillion annually to the US economy. The manufacturing sector of motor parts and vehicles represents 3% of the US GDP, according to the Alliance for Auto Innovation Report in 2022. The US car and automobile manufacturing sector was valued at US\$ 104.1 billion in 2023. In 2021, nearly 9.2 million US vehicles were produced, an increase of 4.5% compared to 2020.

#### North America Automotive Telematics Market Overview

In North America, the US significantly contributes to the automobile industry. According to the Alliance for Automotive Innovation Report in 2021, the automotive industry's ecosystem, from automotive component manufacturers to the original vehicle manufacturers, generates over US\$ 1 trillion annually for the US economy. The automotive sector in the US contributed 4.9% of its overall GDP, with manufacturing of vehicles and their parts representing 6% of the overall manufacturing in the country. Motor vehicles and parts, including gears, seating systems, doors, and transmission systems, are heavily exported from the US. Automotive vehicles and their components were the second-largest exporting goods in 2021, valued at ~US\$ 105 billion.

The rising demand for automotive components by the original vehicle manufacturers worldwide is anticipated to create ample opportunity for the automotive gears market. The original vehicle manufacturers widely use automotive telematics to produce advanced features-based vehicles. The US-based ports have executed over US\$ 400 billion in trade volume in vehicles and components. In the US, automakers and their suppliers are the largest part of the manufacturing sector, responsible for 3% of the country's GDP. As per the American Automotive Policy Council, in the last few years, automakers have exported vehicles worth ~US\$ 692 billion. FCA Group, Ford, and General Motors are the major producers of vehicles in the US. These major players are providing advanced telematics solutions in their vehicles. Also, these companies are providing advanced features in their top vehicle models in order to meet their customers' demands. Over the past few years, these companies have invested ~US\$ 35 billion in their US assembly, telematics solutions, assembly plants, and other infrastructure that connects and supports them. The country is also highly engaged in

designing electric vehicles; Ford, FCA Group, and General Motors (GM) invested ~US\$ 23 billion for the establishment and expansion of the production plants of the vehicles. These companies are offering in built automotive telematics systems on their premium models. For instance, in October 2022, Continental AG Germany based auto parts manufacturer invested around US\$ 209.48 million for the expansion of its plant in Mexico.

The automotive sector in the US is growing rapidly due to capital availability and an increase in exports. Major automakers in the country announced several investments in EVs and AVs. GM announced an investment of US\$ 35 billion in the automotive industry by 2025. Owing to the growing number of electric vehicles in the country, the demand for automotive tow bars is also increasing. The growing production of passenger cars and commercial vehicles is also anticipated to propel the demand for automotive telematics in this region.

#### North America Automotive Telematics Market Revenue and Forecast to 2030 (US\$ Million)

##### North America Automotive Telematics Market Segmentation

The North America automotive telematics market is categorized into offering, connectivity, vehicle type, application, and country.

Based on offering, the North America automotive telematics market is segmented into hardware and software & services. The hardware segment held a larger market share in 2022.

In terms of connectivity, the North America automotive telematics market is categorized into integrated, tethered, and embedded. The embedded segment held the largest market share in 2022.

By vehicle type, the North America automotive telematics market is bifurcated into passenger cars and commercial cars. The passenger cars segment held a larger market share in 2022.

By application, the North America automotive telematics market is segmented into infotainment, remote diagnosis, navigation (GPS), safety and security, and others. The infotainment segment held the largest market share in 2022.

By country, the North America automotive telematics market is segmented into the US, Canada, and Mexico. The US dominated the North America automotive telematics market share in 2022.

Verizon Communications Inc, Geotab Inc., Omnitracs LLC, Samsara Inc, Motive Technologies Inc, Lytx Inc, Zonar Systems Inc, ORBCOMM Inc, Trimble Inc, SkyBitz Inc, Valeo SE, TomTom NV, Denso Corp, Luxoft Switzerland AG, and Harman International Industries Inc are among the leading companies operating in the North America automotive telematics market.

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