

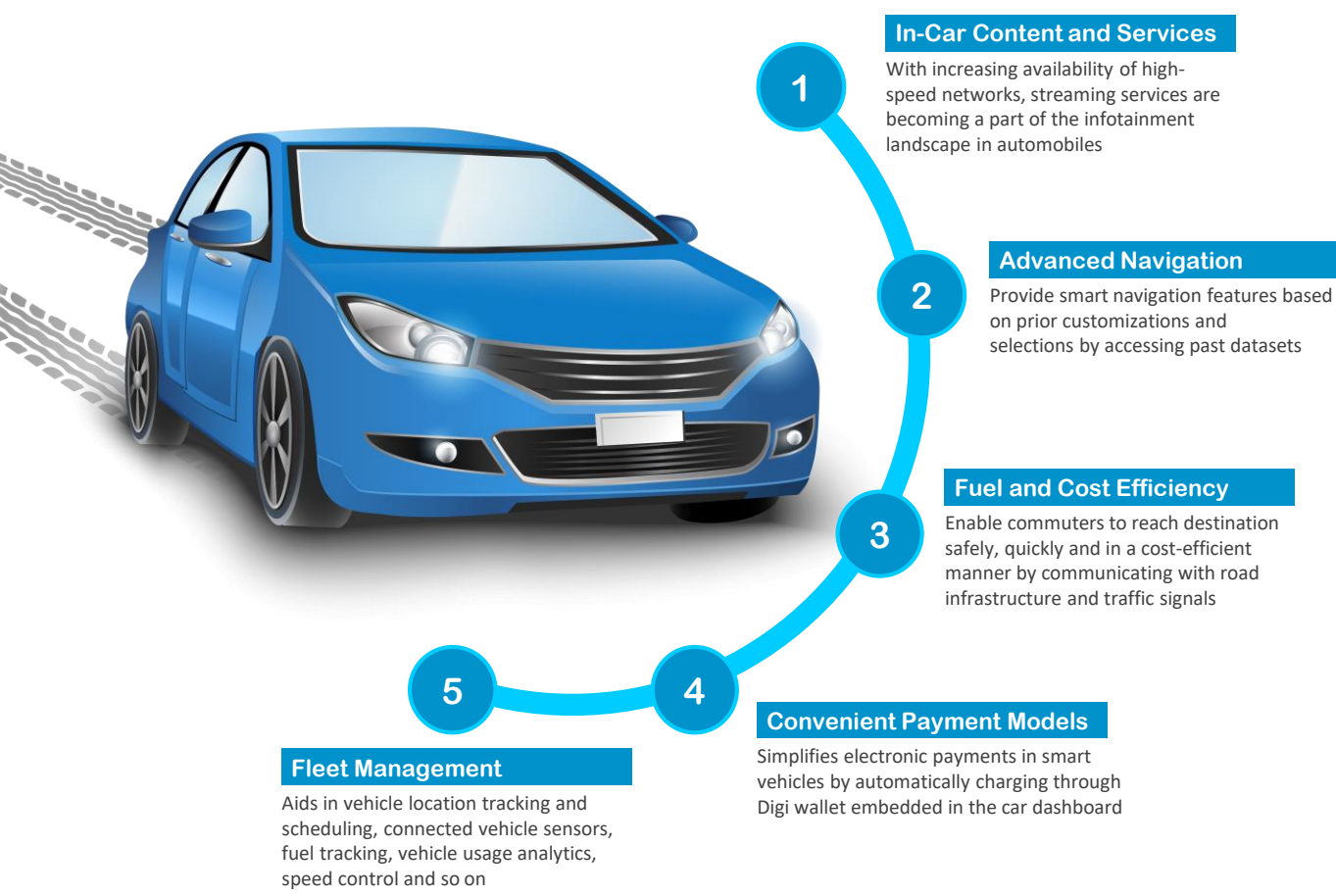


Connected Application in Automotive

Connected cars have progressed from E-call to 4G LTE that offer remote diagnosis optimizing the accessibility and comfort, allowing customers to use time productively



Connected applications in automobiles allow users to optimize its own operations, maintenance & provide comfort using onboard sensors and internet connectivity to customers



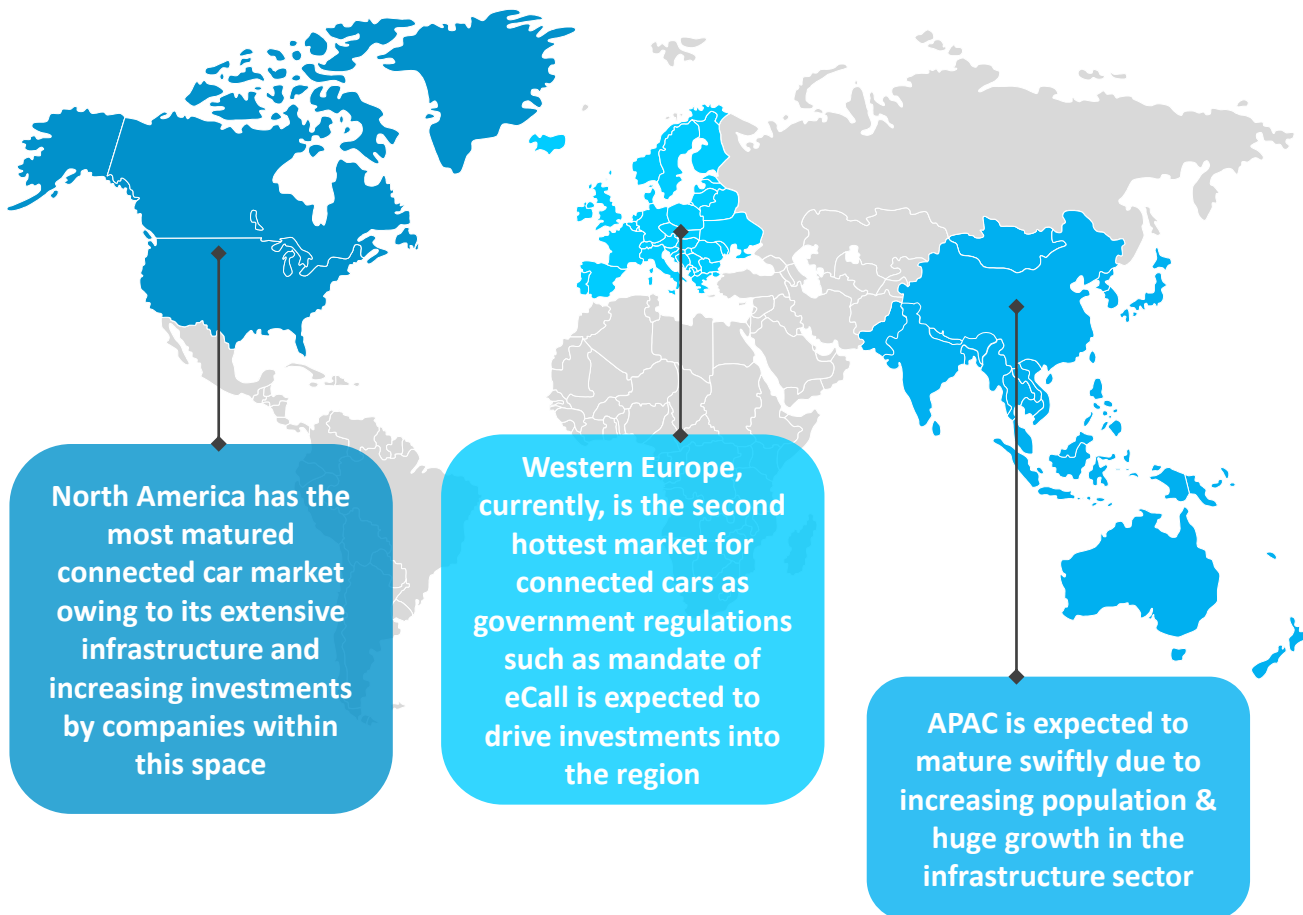
Drivers for Connected Cars

- Urban traffic congestion**
Rising disposable income of people resulting in higher vehicle ownership
- Smartphone**
Demand of consumers for Smartphone features are attributing to the growth
- Technological Advancements**
Innovative technologies will boost the automobile sales

Challenges to Connected Cars

- Concerns with security, privacy, and data analytics and aggregation due to the large volume of information being accessed and shared
- Issues of upgrades and maintaining connectivity can be a challenge due to innovative technology

Geographical Landscape



Several global automotive players such as BMW, Audi, Tesla among others in collaboration with telecom giants such as AT&T and Verizon offer mobile connectivity solutions

Key Players for Connected Cars



Key Technology Providers



KEY INSIGHTS

- Connected cars have already made significant advancements in the current scenario with majority of the top players exploiting the market
- Going forward, technological advancements in the automotive sector such as digitalization, is likely to propel the growth of connected applications in automobiles



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