Industry Report

The Connected Car Experience: Software, Apps, and Services

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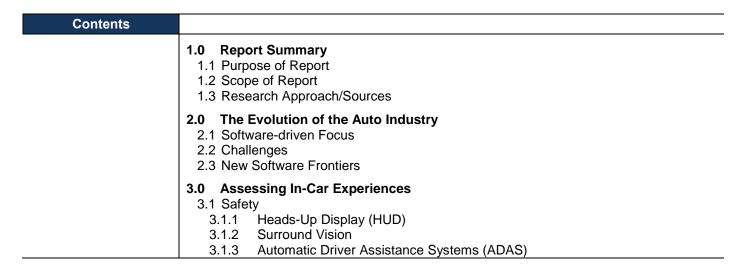
The Connected Car Experience: Software, Apps, and Services

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By Chris Tweedt, Research Analyst

Synopsis Car Activities This report continues **Activities Performed While Driving** Parks Associates' coverage of the **U.S. Car Owners** connected car industry by examining the ■ Never perform ■ Perform while driving connected car software developer sector to highlight innovations Make or receive voice calls and new consumer experiences that will come to new car models in the next five Send or receive text messages years. It hones in on software and apps that can be built on top of a Search for points of interest around a location car's embedded operating system, through mirroring technology from a Browse the Web smartphone, or via an aftermarket product. The report concludes 80% 40% 40% 80% with an update on Parks Associates' five-% Performing vs. Not Performing Activities vear forecasts of connected car sales in © Parks Associates the U.S. Publish Date: 1Q 17 "In addition to satisfying consumer demand, in-vehicle software enables automakers to

"In addition to satisfying consumer demand, in-vehicle software enables automakers to evaluate and optimize vehicle performance, adjust their business strategy more quickly to changing ownership trends, and better understand their customers and market connected car features and services to them," said Chris Tweedt, Research Analyst.





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	Adient	Jasper
	Alphabet	Johnson Controls
	Alpine	Kia
	Amazon	Land Rover
	Android	Lear
	Apple	Lexus
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Carloudy
Carnegie Mellon
Caruma

Chrysler Cisco Clarion Comma.ai Continental

Cruise Automation

Daimler Delphi Denso Drive.ai Ericsson Faurecia

FCA

FCC Fiat Five.ai Ford

Garmin General Motors

GM Google GSMA Harman Honda Hudway

Hyundai

IBM

NHTSA Nissan Nuance NuTonomy

Navion

NuTonomy Nvidia Otto Panasonic

PSA Peugeot Citroen

QNX RedBend SAE Stanford Starbucks Suburu

Symphony Teleca

Tesla Toyota Uber

University of Arizona
University of Michigan

Vinet Visteon VoiceBox Volkswagen Volvo WayMo Xanavi

Xevo Zenuity

Attributes

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