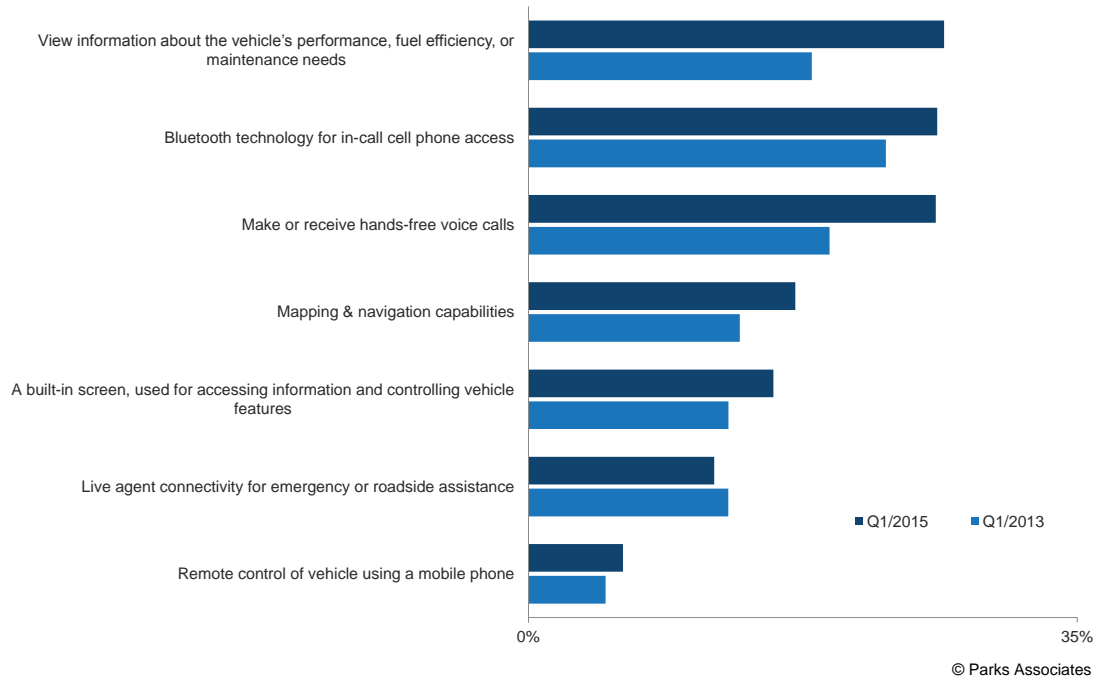


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SYNOPSIS

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.

Ownership of Connected Car Features (2013-2015)
Car Owners in U.S. Broadband Households



ANALYST INSIGHT

“The adoption rate for connected car features is moving along, but there are still many challenges facing the market. Consumers need to be convinced that connected car features provide value on top of the smartphone experience.”

— **John Barrett**, Director, Consumer Analytics, **Parks Associates**

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- Consumer Segmentation: Mobile App Users (Q3/14)
- Connected Cars: Revenue Opportunities (Q2/14)
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- Privacy or Security Concerns with Connecting Devices to the Internet (Q4/14)
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Additional Research from Parks Associates**ATTRIBUTES**

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