

Industry Report

The Connected Car Experience: Software, Apps, and Services

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2017



By Chris Tweedt, Research Analyst

Synopsis	Car Activities															
<p>This report continues Parks Associates' coverage of the connected car industry by examining the connected car software developer sector to highlight innovations and new consumer experiences that will come to new car models in the next five years. It hones in on software and apps that can be built on top of a car's embedded operating system, through mirroring technology from a smartphone, or via an aftermarket product. The report concludes with an update on Parks Associates' five-year forecasts of connected car sales in the U.S.</p>	<div style="text-align: center;"> <h3>Activities Performed While Driving</h3> <h4>U.S. Car Owners</h4> <table border="1"> <caption>% Performing vs. Not Performing Activities</caption> <thead> <tr> <th>Activity</th> <th>Never perform</th> <th>Perform while driving</th> </tr> </thead> <tbody> <tr> <td>Make or receive voice calls</td> <td>~25%</td> <td>~55%</td> </tr> <tr> <td>Send or receive text messages</td> <td>~35%</td> <td>~35%</td> </tr> <tr> <td>Search for points of interest around a location</td> <td>~45%</td> <td>~25%</td> </tr> <tr> <td>Browse the Web</td> <td>~55%</td> <td>~15%</td> </tr> </tbody> </table> <p>© Parks Associates</p> </div>	Activity	Never perform	Perform while driving	Make or receive voice calls	~25%	~55%	Send or receive text messages	~35%	~35%	Search for points of interest around a location	~45%	~25%	Browse the Web	~55%	~15%
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<p>Publish Date: 1Q 17</p>	<p>"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.</p>															
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