

The Road Ahead for Connected Vehicles

Key Insights

By 2030, connected car IoT connections are predicted to surpass **2.5 billion** – growing at a **CAGR of 15%**.¹

By 2025, **over 400 million connected cars will be functioning** – a steep rise from approximately 237 million in 2021.²

The US is the biggest market for connected vehicles, with about **84 million connected cars on US roads in 2021**, and **expected to cross 305 million in 2035**.³

48% of business fleets are estimated to be connected vehicles by 2025.⁴

Key Drivers of Connected Vehicles

Total Experience (TX)

TX represents a sizable culture change for buyers and owners of vehicles

TX includes all four experiences:

- Customer Experience (CX)
- Employee Experience (EX)
- User Experience (UX)
- Multi-Experience (MX)⁵

Manufacturers that leverage connected technology to develop in-vehicle CX, MX and UX for drivers and passengers have a significant competitive advantage

EX is particularly important as it empowers employees to help clients

Cost, Revenue & Security Benefits

Consumers are willing to pay **~\$13/month** for differentiating connectivity features like personalized navigation, advanced map features, or fuel and cost-efficiency features⁶

On a per-vehicle level, connectivity could deliver up to **\$310 in revenue** and **\$180 in cost savings per year on average in 2030**⁶

Secure Over-The-Air (OTA) updates help Original Equipment Manufacturers (OEMs) to reduce costs on continuous updates and software-related recall. Enabling regular updates establishes their reputation as a secure, advanced car supplier

Leveraging Data to Unlock Business Value

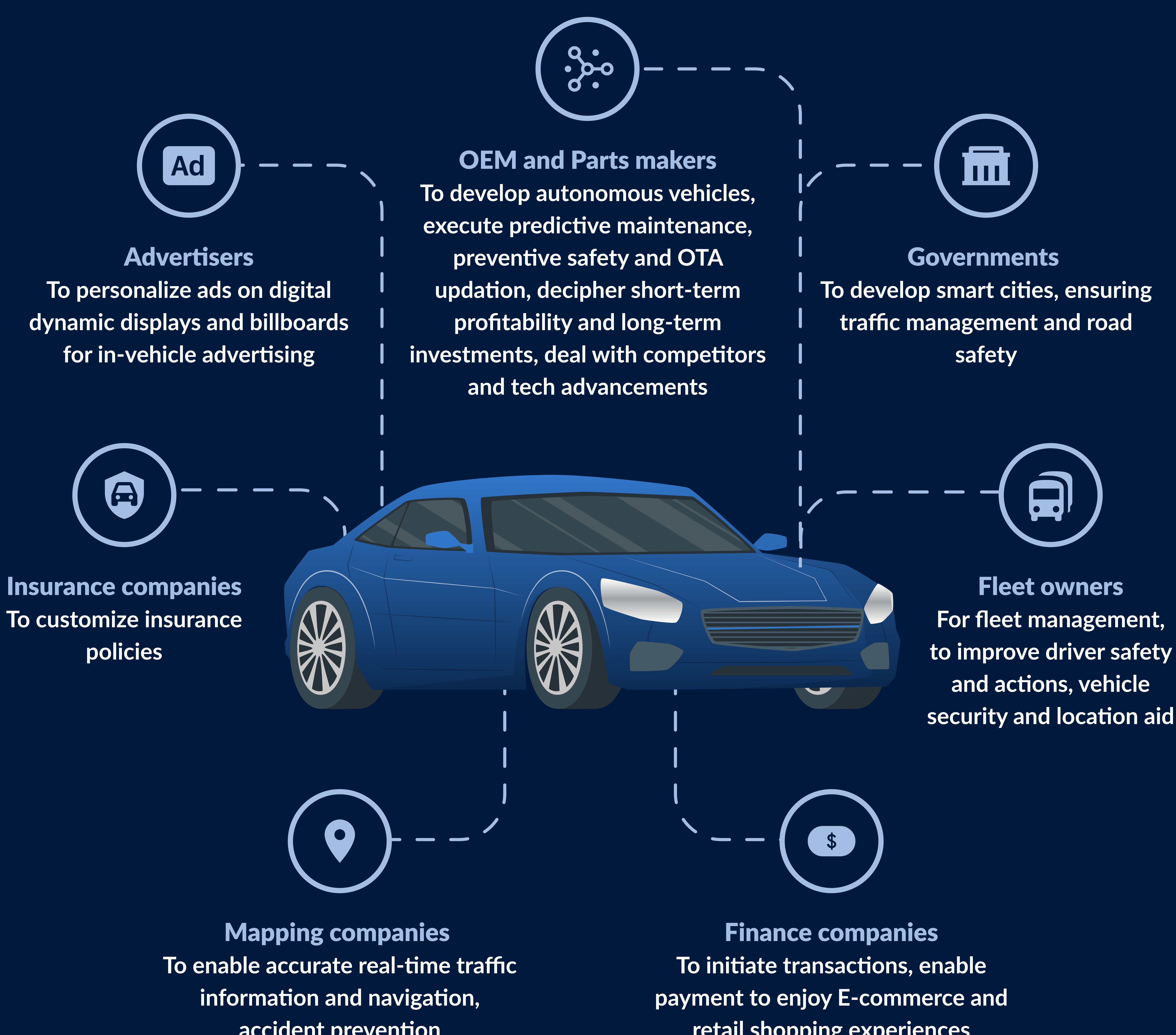


Data from connected vehicles can be classified into:

- Comprehensive, consented transactional data related to an individual vehicle or driver, such as repair and maintenance information, journey specifics and driving style
- Anonymous aggregate data that provides trend drivers like road traffic and weather conditions

Data from connected vehicles can be used for new partnerships and business models – the global revenue from connected vehicle data monetization is estimated to be **\$750 billion by 2030**.⁷

How the Extended Ecosystem Use Data From Connected Vehicles



Partner with LatentView Analytics in your Connected Vehicle journey for key insights on new technology, monetizing data assets, developing new products and services and entering new markets.