

# **HEAVY READING** **Mobile Networks** **insider**

## **MNOs Hold the Keys to Success for Connected Cars**

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### **Report Highlights**

**The ability to allow** consumers to tether their existing smartphones to the car will be the biggest driver over the next 18 months

**Significant M&A activity is** expected, as telematics software makers, app developers and systems providers will be snapped up

**The transfer of data from** the vehicle to the network will very likely happen through mobile technology, via either traditional mobile phones and tablets or hybrid in-vehicle systems

**Flexible and cost-effective** data plans are needed to deliver connected services, and will need to scale with customers' machine data production

**The combination of new** products, available lines of credit and improving economic growth will continue to drive connectivity in cars in North America

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