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