

# Connected Car

The automotive industry is shaping its plans for opportunities and challenges when it comes to the connected car.

Connected car technology has grown within the auto industry for the past 20 years. Telematics and infotainment display audio systems are now commonplace. So are technologies such as Apple CarPlay, Android Auto, and even Android based operating systems for infotainment. These advancements further blur the line between traditional in-car human-machine interface and functionality and those often seen on a smartphone or tablet.

Today's high-tech car needs additional capabilities such as over-the-air (OTA) software and cybersecurity to fix bugs and add new functionality on a regular basis. These new capabilities also give suppliers and automakers an opportunity for white-space mapping in data monetization solutions which are critical to future profitability.

The IHS Markit Connected Car service provides insight, context, data and analytics that allow our clients to make informed and strategic business decisions. Users can quickly access key insights from market developments, put context around events and technological trends, dive into deep data and forecasts, and seamlessly drive analytics to support their most challenging decisions.

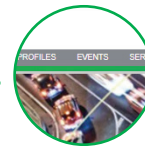
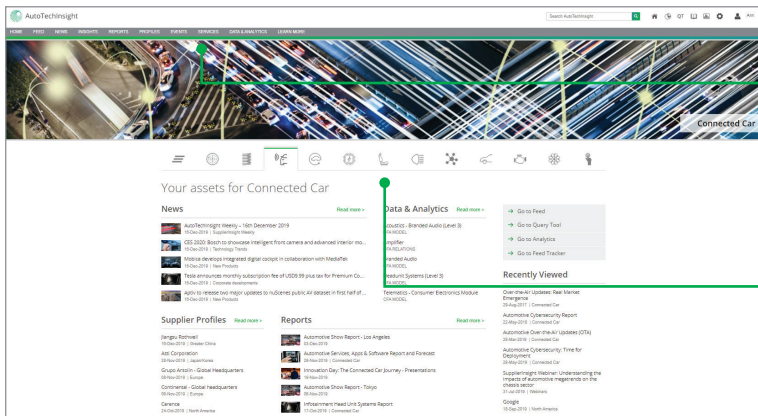
## Topics covered

- Cybersecurity
- Data monetization
- Infotainment software platforms
- Infotainment systems
- Over-the-Air (OTA) Updates
- Telematics controllers
- Telematics services
- Navigation software
- Usage-based insurance (UBI)

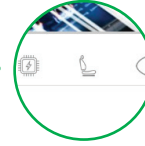
## Planners and strategists use the service to:

- Overcome challenges communicating potential revenue opportunities to internal decision makers
- Define mutually beneficial value between the customer and supplier when it comes to data collection based services
- Drive incremental stable revenue sources through consumer post-car purchases of digital services
- Gain access to rich and layered data that communicates the value proposition to potential business partners

## Available through AutoTechInsight:



Drop-down menu to quickly and easily access News & Insights, Reports, Supplier Profiles, Services, Data & Analytics, Events and more.



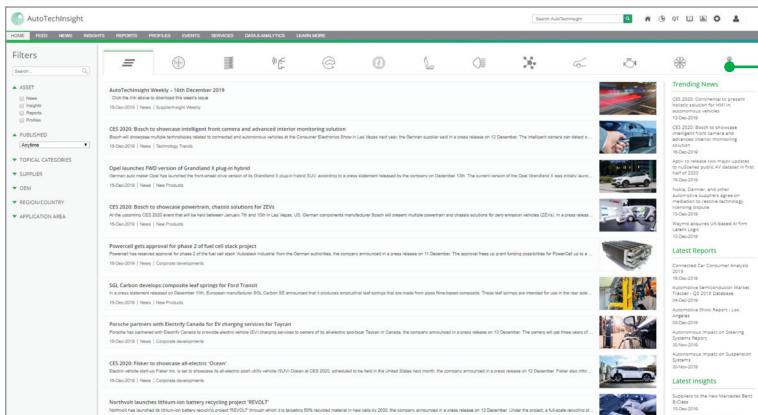
Home page dedicated to your subscription and purchased content.



Tabs for all 12 services where you can filter down and explore each service in detail.



View trending news.



The **Connected Car Service** is part of a suite of vehicle contenting services. Delivered through AutoTechInsight, an IHS Markit automotive strategy and planning solution, the service provides a view into current automotive trends and future demand through:

- Sector news and insights
- Topical reports
- Supplier profiles
- CFA-Relations (OEM-Supplier relationships, both analyst and survey-based researched databases)
- Access to analysts and webinars
- OEM-level and model-level forecasts, technology fitment, and supplier relationships (optional add-ons)

Schedule a demo: [ihsmarkit.com/autotechinsight](https://ihsmarkit.com/autotechinsight)

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## About IHS Markit ([www.ihsmarkit.com](https://www.ihsmarkit.com))

IHS Markit (NYSE: INFO) is the automotive industry's leading source for marketwide insight, expertise, and advanced planning solutions. With a reputation of enabling better decisions and better results for nearly a century, the world's leading OEMs, suppliers, and their transportation partners rely on IHS Markit to power growth, improve efficiency, and drive a sustainable competitive advantage.

Our automotive offerings and expertise span every major market and the entire automotive value chain—from product planning to marketing, sales, and the aftermarket. Headquartered in London, our automotive team is part of IHS Markit's information and analytics powerhouse that includes more than 15,000 colleagues in 34 countries, covering energy, chemical, aerospace & defense, maritime, financial, technology, and media & telecommunications.