Reach out and touch the future:
Accenture connected vehicle solutions

High performance. Delivered.

Drivers and passengers increasingly expect access to connected services in their vehicles. The connected vehicle space is a fast-growing market and a strategic priority for the Automotive Industry. At the same time, the diagnostics data that these systems generate can provide OEMs with the insights they need to enhance services in areas such as CRM/marketing, quality, customer services, after sales and R&D.

Accenture conducted a global survey of 14,195 consumers across 12 countries to find out what consumers want and how can OEMs fulfill those demands.
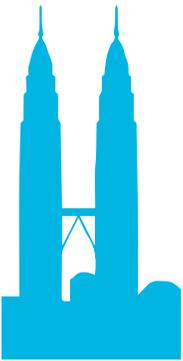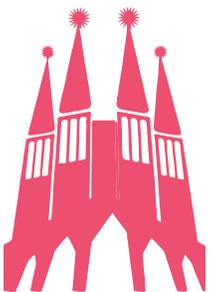
US

China

France

Italy

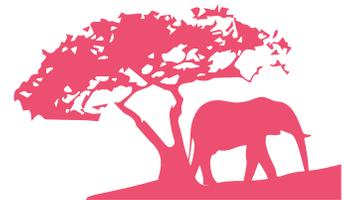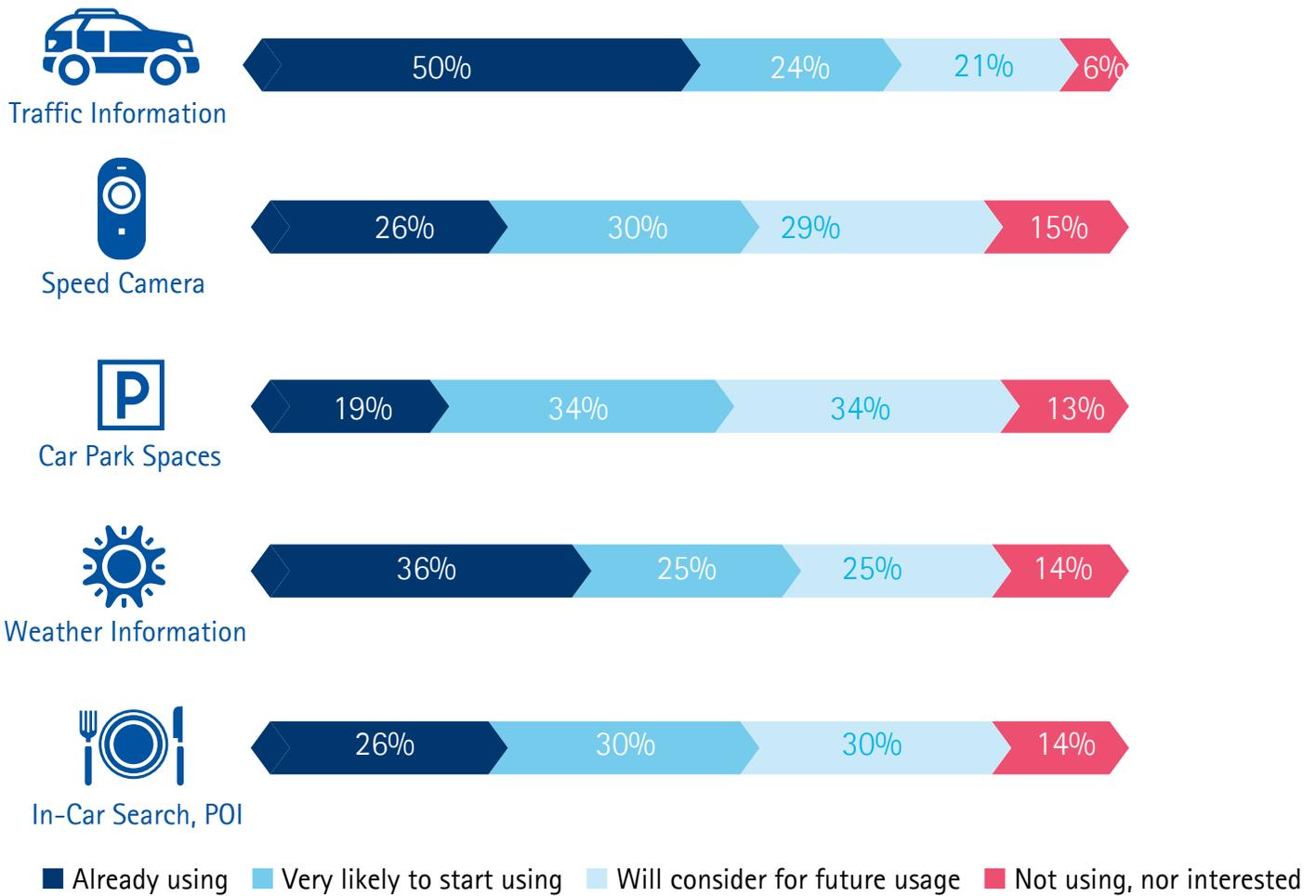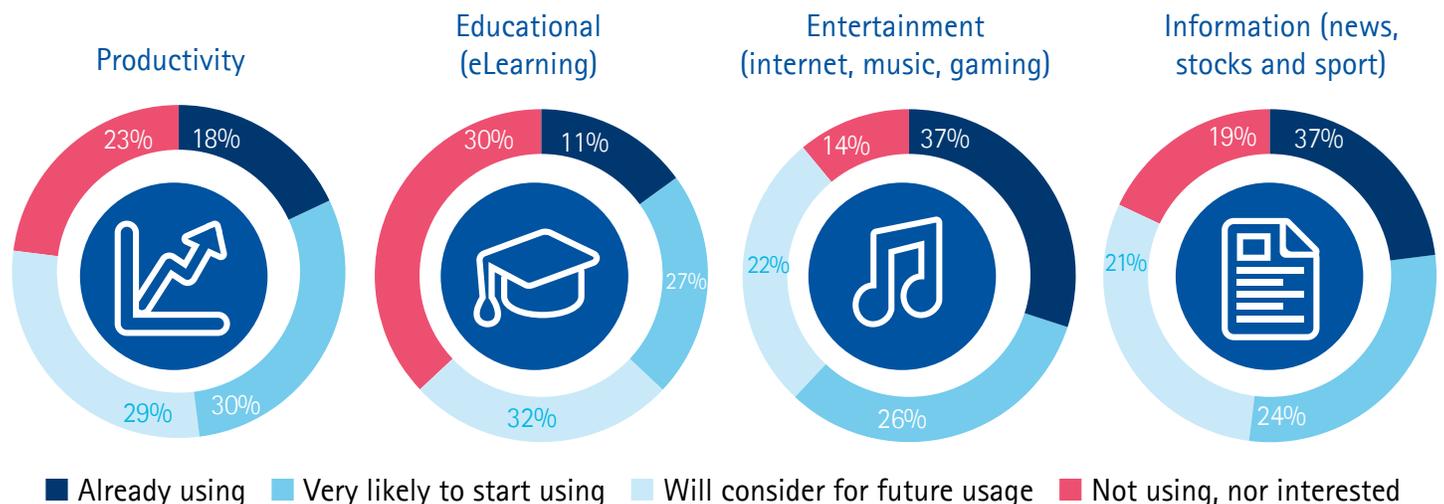Malaysia

South Korea

Brazil

Germany

Spain

UK

Indonesia

South Africa

To know more, visit www.accenture.com/connectedvehicle

How important is it for you to have the following Connected Navigation Services on your car?

Traffic Information

Already using	Very likely to start using	Will consider for future usage	Not using, nor interested
50%	24%	21%	6%

Speed Camera

Already using	Very likely to start using	Will consider for future usage	Not using, nor interested
26%	30%	29%	15%

Car Park Spaces

Already using	Very likely to start using	Will consider for future usage	Not using, nor interested
19%	34%	34%	13%

Weather Information

Already using	Very likely to start using	Will consider for future usage	Not using, nor interested
36%	25%	25%	14%

In-Car Search, POI

Already using	Very likely to start using	Will consider for future usage	Not using, nor interested
26%	30%	30%	14%

■ Already using ■ Very likely to start using ■ Will consider for future usage ■ Not using, nor interested

How important is it for you to have the following Infotainment Services in your car? (Services that deliver in vehicle real time information services such as web radio or video news through the IVI and access to entertainment content like music, gaming and social networks)

Productivity

Already using	Very likely to start using	Will consider for future usage	Not using, nor interested
18%	30%	29%	23%

Educational (eLearning)

Already using	Very likely to start using	Will consider for future usage	Not using, nor interested
11%	27%	32%	30%

Entertainment (internet, music, gaming)

Already using	Very likely to start using	Will consider for future usage	Not using, nor interested
37%	26%	22%	14%

Information (news, stocks and sport)

Already using	Very likely to start using	Will consider for future usage	Not using, nor interested
37%	24%	21%	19%

■ Already using ■ Very likely to start using ■ Will consider for future usage ■ Not using, nor interested

How important is it for you to have the following Convenience Services in your car? (By Convenience services we mean services that allow drivers to activate commands remotely or reduce insurance costs using data on drivers behaviour)
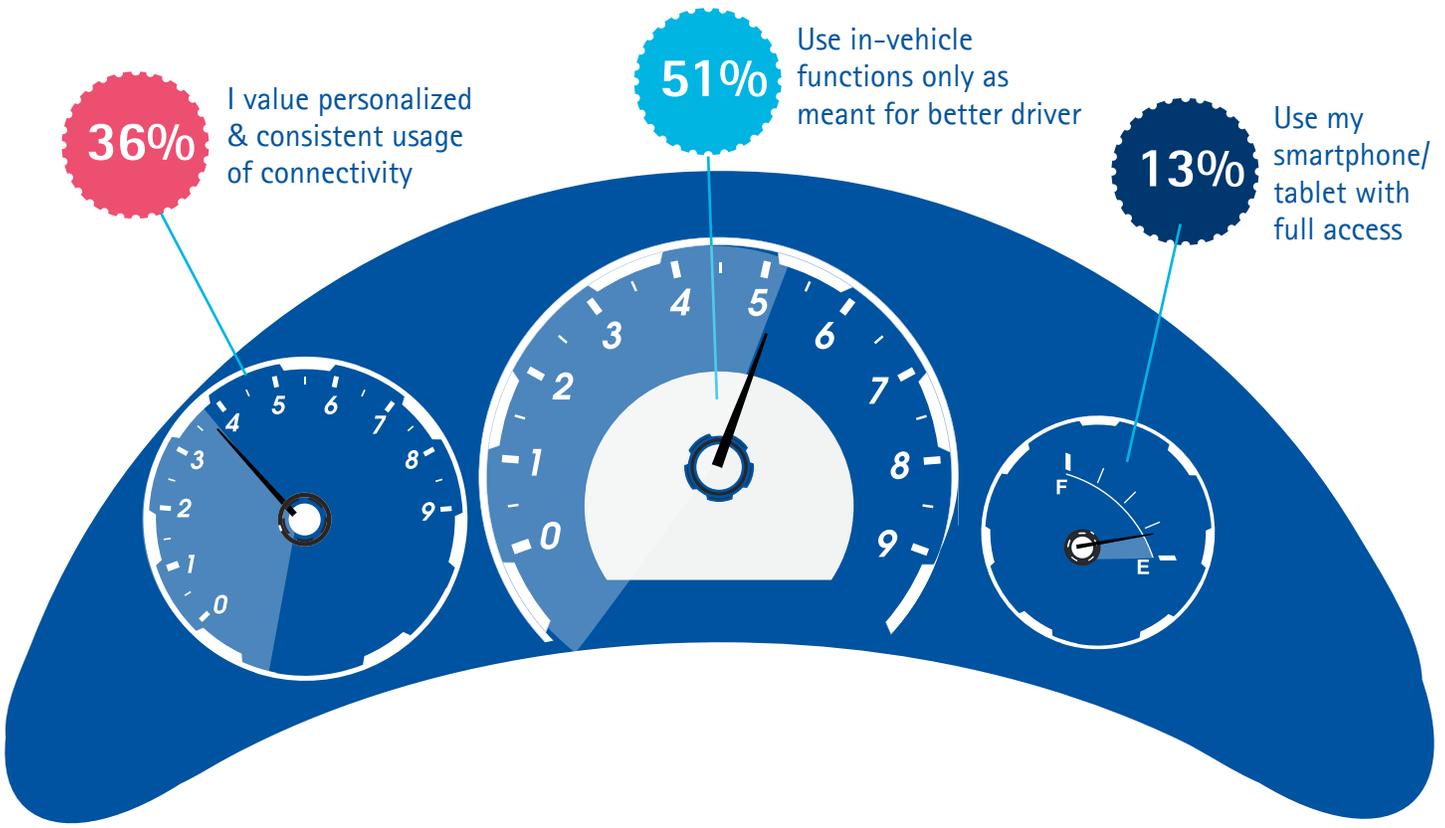
Remote Services

- 30% Already using
- 31% Very likely to start using
- 28% Will consider for future usage
- 11% Not using, nor interested

Vehicle Health report

- 13% Already using
- 39% Very likely to start using
- 36% Will consider for future usage
- 12% Not using, nor interested

Vehicle Lifecycle Management

- 12% Already using
- 37% Very likely to start using
- 37% Will consider for future usage
- 13% Not using, nor interested

Second Used Car report

- 8% Already using
- 32% Very likely to start using
- 39% Will consider for future usage
- 21% Not using, nor interested

Legend:
■ Already using ■ Very likely to start using ■ Will consider for future usage ■ Not using, nor interested

Which of the following payment models or methods would you prefer to pay for connected services in your car?

17 km

80

8:10 am
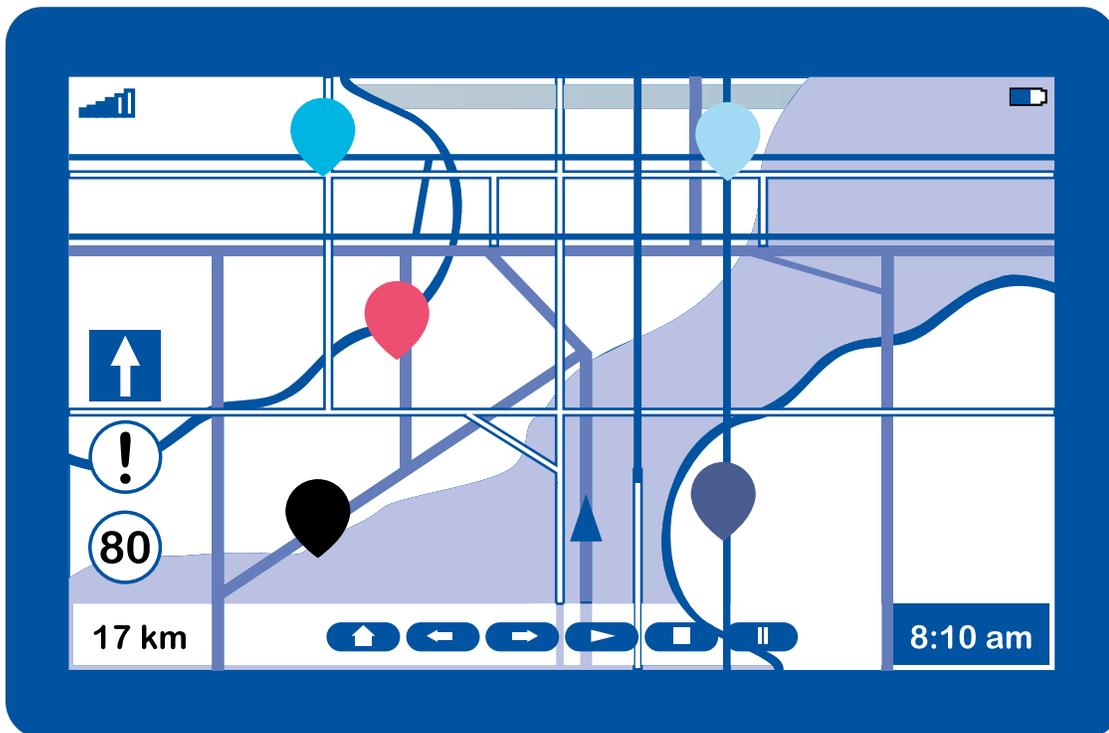
- 28% Monthly fee charged over credit card or paypal
- 26% Upfront payment in the car price
- 25% Free basic services subject to in-car advertising
- 13% Single purchase for a predefined period
- 8% Payment with partner bonus tools

# Which of the following is your priority style for Services Usage while driving?

36% I value personalized & consistent usage of connectivity

51% Use in-vehicle functions only as meant for better driver

13% Use my smartphone/ tablet with full access

Which model/size of car do you drive most often?

Middle/ Intermediate Car
37%

Compact Car
29%

Large Intermediate/ Upper Class Car
11%

Mini/Small Car
11%

Sports Utility Vehicle (SUV)
8%

Luxury Car
2%

Vans
2%
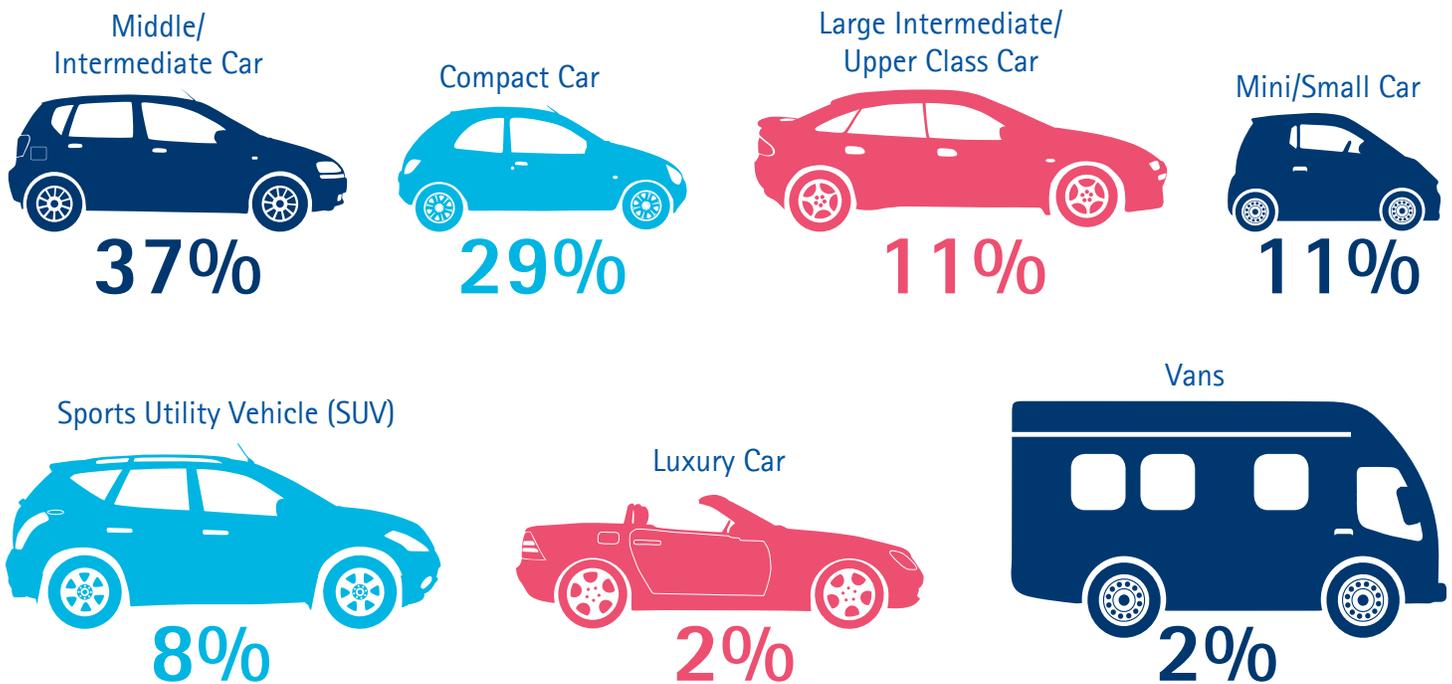
Indicate whether you are using or interested in using the below technologies:

Surfing the Internet via a monitor in the car
- 29% — Not interested in it
- 14% — Use
- 57% — Would like to use
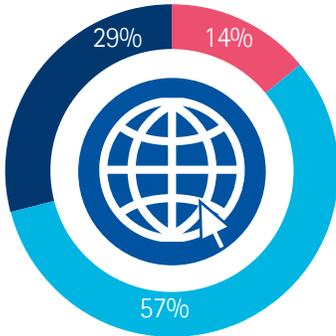
In-car feature enabling the ability to read and dictate Emails while driving
- 35% — Not interested in it
- 9% — Use
- 56% — Would like to use
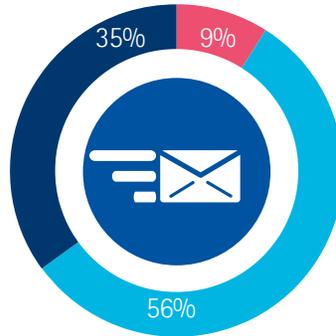
Operate a smartphone using controls on the steering wheel while driving
- 20% — Not interested in it
- 17% — Use
- 63% — Would like to use

Streaming music
- 11% — Not interested in it
- 38% — Use
- 51% — Would like to use
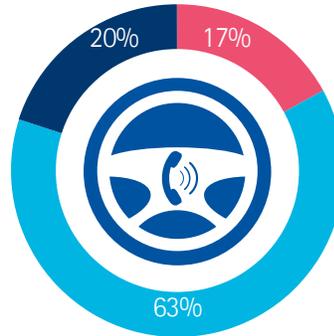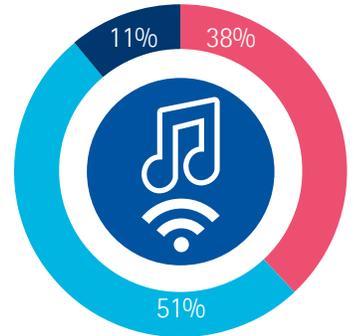
■ Use ■ Would like to use ■ Not interested in it

Indicate whether you are using or interested in using the below technologies that support drivers while driving/parking their cars:
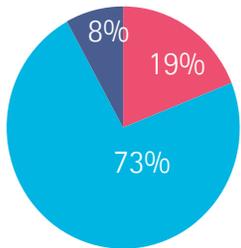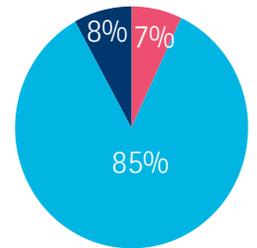
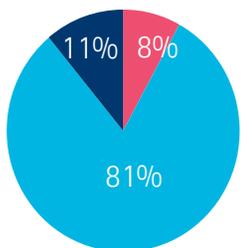**High quality navigation solutions**
- 8% — Not interested in it
- 19% — Use
- 73% — Would like to use
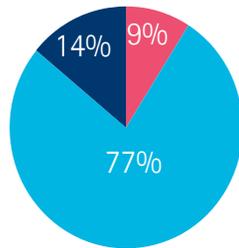
Automated breakdown call– a call made automatically
- 14% — Not interested in it
- 9% — Use
- 77% — Would like to use
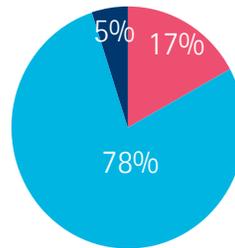
Stolen vehicle recovery tracker
- 5% — Not interested in it
- 17% — Use
- 78% — Would like to use

A system that stops the car automatically
- 8% — Not interested in it
- 7% — Use
- 85% — Would like to use

eCall
- 11% — Not interested in it
- 8% — Use
- 81% — Would like to use

Car-to-car communication
- 31% — Not interested in it
- 9% — Use
- 59% — Would like to use

Insurance black box
- 23% — Not interested in it
- 10% — Use
- 68% — Would like to use
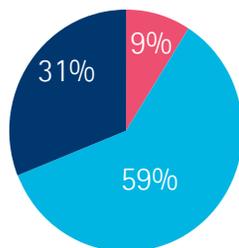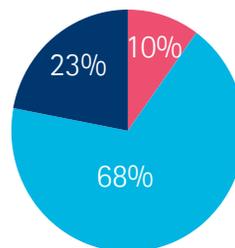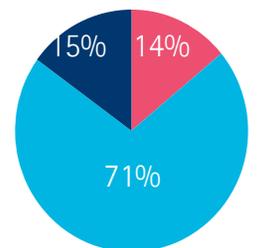
Full automatic parking assist system
- 15% — Not interested in it
- 14% — Use
- 71% — Would like to use
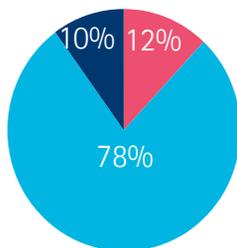
Car parking space detection system
- 10% — Not interested in it
- 12% — Use
- 78% — Would like to use
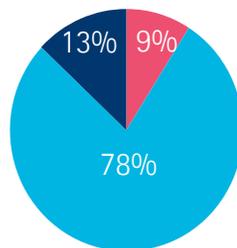
The car stops if a barrier is too close
- 13% — Not interested in it
- 9% — Use
- 78% — Would like to use

Car identifies traffic signals, congestion, etc.
- 4% — Not interested in it
- 20% — Use
- 75% — Would like to use
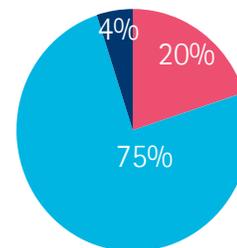
■ Use ■ Would like to use ■ Not interested in it

Which of the information technologies/driving support systems listed below would you like to use in your car?

45% Lane-keeping system

53% Fatigue warning device

46% Autopilot

54% In-car video camera to record accident incidents

67% Night Vision Device

62% Lane changing warning systems/blind spot warning system

72% Front/rear end collision alarm warning
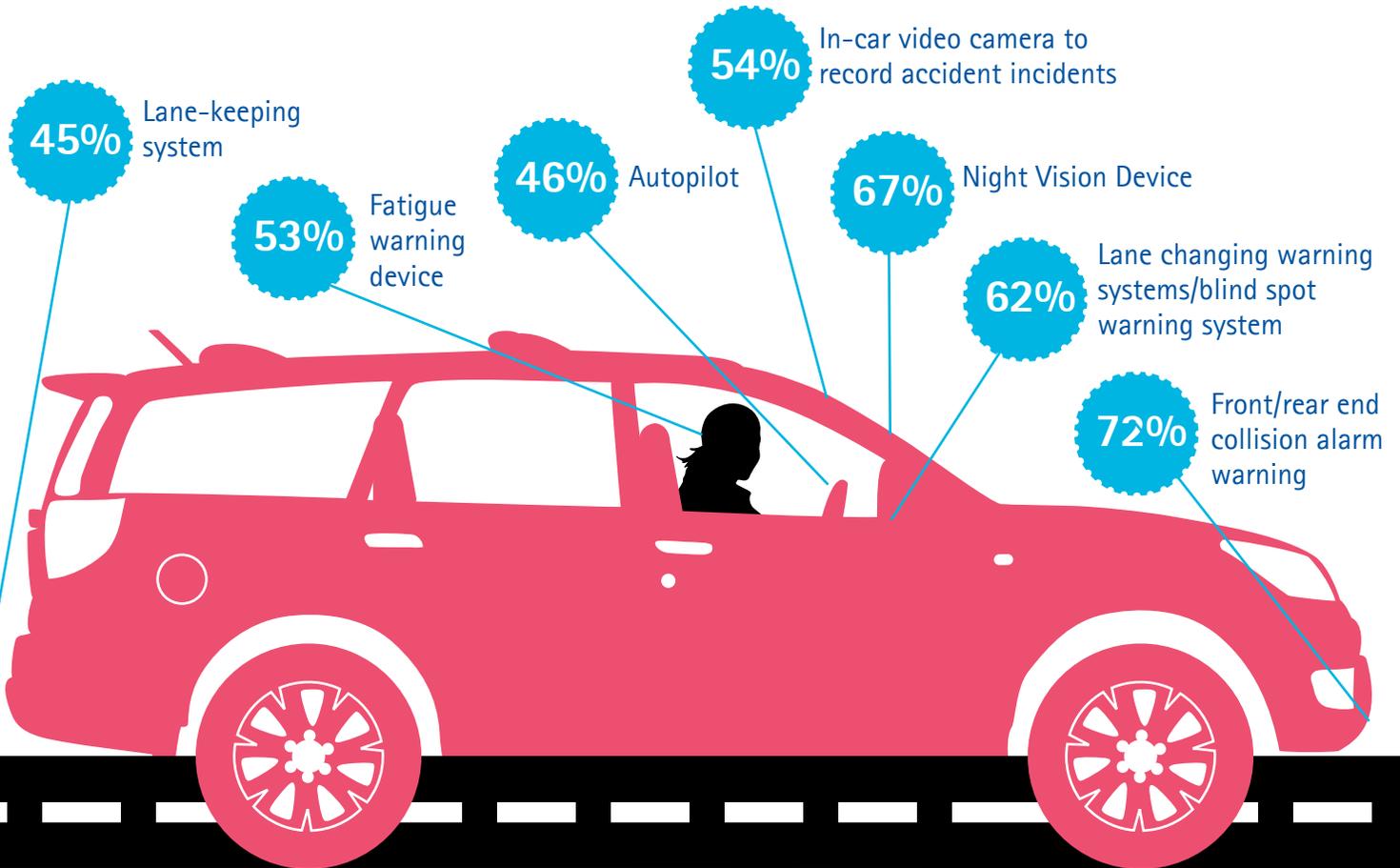
Using a scale of 5 essential down to 1 not at all important, how important is it for your car to have the same operating system in the dashboard as compared to your devices?

- 11%
- 50%
- 26%
- 9%
- 4%
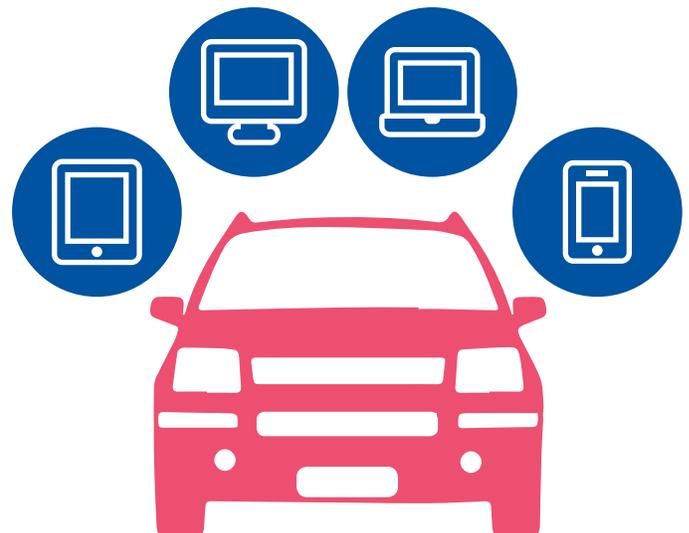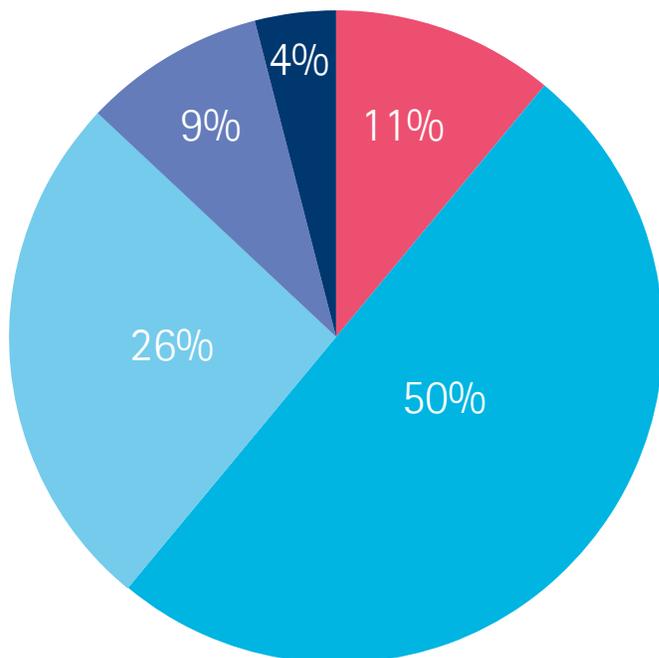
■ Essential ■ Important ■ Neither important nor unimportant
■ Fairly unimportant ■ Not at all important

Which of the following services do you think is important for your passengers (partner, children etc) to have access to in the car?

69%
Streaming music for in-car use

57%
Surfing the Internet via a monitor in the car

52%
Car identifies traffic signals, congestion, accidents, delays, warning the passenger in advance of such situations

51%
A system that allows the passenger to stop the car if, for example, the driver suffers a heart attack

45%
Front/rear end collision alarm warning

42%
Night vision device

41%
Fatigue Warning device

40%
Access to social media while in the car

36%
Lane changing warning systems/ Blind spot warning system

34%
In-car feature enabling the ability to read and dictate E-Mails

30%
Car-to-car communication

29%
Lane-keeping system

25%
Autopilot

On a scale from 1 to 10 (10 meaning that in-car technology has the greatest influence over the car purchase decision and 1 meaning that the car's driving performance has the greatest impact on the car purchase decision), what score would you assign for your view?

The cars driving performance has the greatest impact

The in-car technology has the greatest influence

1	2	3	4	5	6	7	8	9	10
3%	4%	7%	7%	12%	12%	15%	20%	12%	7%
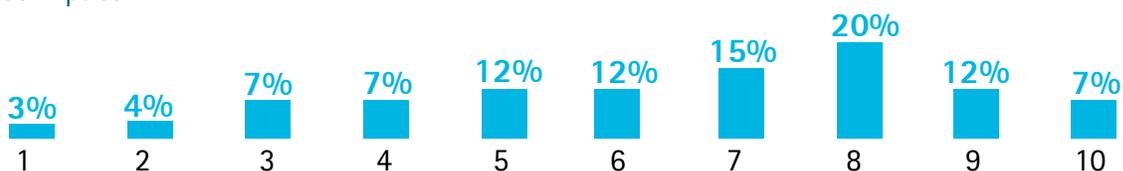
About Accenture

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