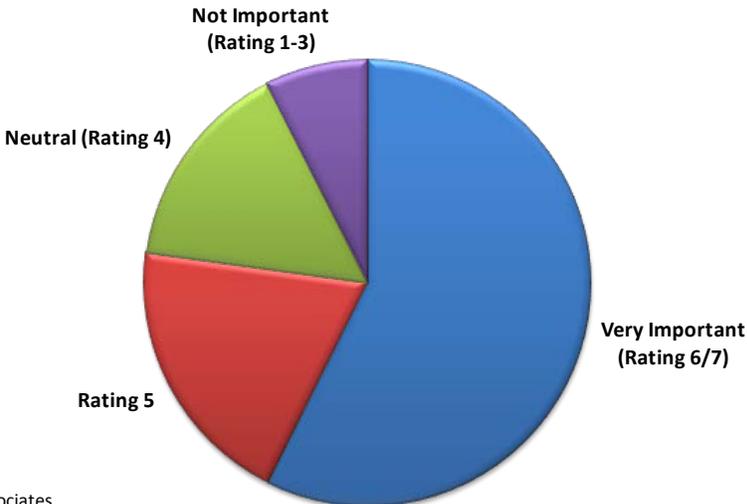


<p>Synopsis</p>	<p>Consumer Interest in Connected Car Features</p>
<p>This report examines new connected car services offered by auto makers and examines the roles that value chain vendors play to enrich consumers' in-car experience. The report also analyzes the integration of connected car services with existing mobile, home, and cloud service infrastructures to highlight new opportunities for OEMs, car dealers, operators, and other service providers. The report provides forecasts of U.S. connected car revenues from 2014-2019.</p>	<p>Importance of Features for Future Car Purchases (U.S. Broadband Households that own Vehicles with Connected Car Features)</p>  <p>© Parks Associates</p>

<p>Publish Date: 2Q 14</p>	<p>"Several factors have contributed to the sudden expansion of connected car services available or coming to the market, most notably the expansion of mobile broadband networks, high penetration of smartphones in the consumer market, and auto manufacturers' re-evaluation of connected services as a competitive advantage and means to generate recurring revenue," said Jennifer Kent, Senior Analyst, Parks Associates.</p>
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