CONNECTED CAR
The Future of Automotive
Cutting-edge innovations such as automated parking, traffic/weather alerts, and collision-warning systems characterize cars of the new era, and ‘connectivity-on-the-move’ is soon becoming the norm. While cars today are built with a minimal amount of connectivity, consumers are looking for fully connected cars that offer optimum safety and comfort. According to a Gartner ICT report, 47% consumers expect future cars to provide access to wireless apps. Gartner also predicts that by 2016, connected vehicles will become a common desire, and that the demand for connected cars will continue to rise. So it’s no wonder that all leading automotive manufacturers are racing to build the connected car of the future.

Promising a number of benefits and advanced features, connected cars are not only set to redefine driving experience for consumers, but also expected to shape the future of the automotive industry. Since catering to this growing demand for connected vehicles has the potential to build a residual stream of revenue for vehicle manufacturers, all leading players are taking a leap into the connected vehicle market.

The automotive industry is trying to leverage wireless communication, cellular, satellite, Bluetooth, and short-range sensor technologies to build vehicles that are networked into a connected world. Moreover, with automakers quickly embracing the Internet of Things, future vehicles are likely to be completely integrated with the environment, thus creating a much safer, more efficient and convenient means of transportation.

Research predicts that 80% of cars in North America will be connected to the web by 2017. So cars without connectivity will soon become a rarity.

What This Means to the Auto Industry

While connected cars are quickly steering their way into the market, advanced in-car infotainment and telematics will be the key differentiators. Consumers are looking for cars that will be an extension of the home and office, and manufacturers will try to fulfill this need with smart automotive apps. ABI research predicts that the number of automotive apps downloaded in cars will rise from 12 million in 2012 to nearly 4.3 billion by the end of 2018. And this is expected to generate revenues of $1.67 billion globally. Therefore, a sharp growth in the adoption of connected car infotainment systems is likely to be seen over the next few years.

The adoption of connected car infotainment systems in turn will result in the penetration of Bluetooth in cars. While consumers are already extensively using their phones for music, internet connectivity etc., the penetration of Bluetooth will further The adoption of connected car infotainment systems in turn will result in the penetration of Bluetooth in cars. While consumers are already extensively using their phones for music, internet connectivity etc., the penetration of Bluetooth will further facilitate hands-free calling, accessing the web or connecting to social media. ABI research also predicts that 80% of cars in North America will be connected to the web by 2017. So cars without connectivity will soon become a rarity.

Although factors such as government regulation may slow down the entry of fully connected cars into the market, convergence of technologies, ease of deployment, and other benefits like better safety and comfort, will work in their favor.

So the time is ripe for automotive manufacturers to tap into the market for connected vehicles. However, this would mean providing seamless connectivity to consumers by deploying multiple technologies.
How Tech Mahindra Can Help

At Tech Mahindra, we have leveraged our capabilities in infotainment and telematics to design an innovative Integrated Connected Vehicle Solution, which caters to different market segments. Bringing together our core values and expertise in engineering, mobility, telecom, and enterprise, we have built this future-ready connected car solution as a single window for Validation and Verification across technologies and platforms.

Our expertise in providing single-point integration services across architecture, HMI, mobility, cloud platforms and connectivity eliminates the need for manufacturers to work with multiple vendors. Positioned as a complete connected vehicle solution provider, we offer an entire gamut of value-added services.

Why Tech Mahindra?

Because our Connected Vehicle Integrated Solution is built at a minimal cost, making it ideal for all segments and emerging markets. Moreover, it offers better scalability and easier customization based on requirements, thus bringing down time to market and development costs for our customers. Our robust roadmap comes with plans for integrating speech recognition, text-to-speech technology, gesture recognition, health monitoring, driving pattern tracking, driver assistance apps, compliance with driver distraction guidelines, etc. making it a future-ready solution, ideal for automotive manufacturers who wish to build fully connected cars that exceed consumer expectations.

For more information on Connected Vehicle Integrated Solution

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