

Global Automotive Telematics Market 2017 – By Analyzing the Performance of Various Competitors 2024

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WiseGuyReports published new report, titled “Global Automotive Telematics Market Outlook”

Market Overview

Automotive telematics is an advanced automated systems designed for the users of automobiles that assimilate cellular communication systems. Automotive OEMs provides connected car services with several connectivity options such as embedded telematic devices, tethered devices and smartphones connectivity. Automobile manufacturers often use a combination of these technologies to meet the requirements of different customers and to keep pace with rapid development in mobile technology. The global automotive telematic market is anticipated to grow significantly owing to rising number of road accidents and security concerns of user. Government automotive safety norms and regulations favoring the implementation of telematics in commercial and passenger vehicles are also expected to be the major factor behind the positive growth of global automotive telematics market. Increasing penetration of smartphones and tablets are further expected to boost the automotive telematic market growth as number of telematic are rely on smartphones for connectivity and its advanatges over vehicle built-in applications such as easy upgrade and low cost. In 2015, more than 18% new cars sold across the globe were equipped with the embedded telematic systems. North-America is the mature market in terms of implementation of telematic systems in cars with attach rate of 38% closely followed by Europe with 21%. China is the largest automotive market with its huge domestic automobile market and manufacturing units. China has emerged as high potential market for automotive telematics with attach rate of rate of about 12%. Moreover, major market players such as General motors and BMW are providing automotive telematic solutions in their vehicles, offering telematic technology as standard feature across vehicles models and geography.

However, some factors related to data security and privacy concerns are expected to hinder the automotive telematics market growth. Moreover, lack of telematic infrastructure in developing regions such as India, Brazil and Russia are further likely to hold down the growth of automotive telematic market in near future.

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Global Automotive Telematics Market

Market Segmentation

- By Telematic Devices
 - o Embedded Devices
 - o Tethered Devices
 - o Smartphone Integration
- By Communication Types
 - o Vehicle-to-Vehicle
 - o Vehicle-to-Infrastructure
 - o In-Vehicle
- By Applications
 - o E-Call and roadside Assistance
 - o Vehicle Diagnostics
 - o Infotainment
 - o Stolen Vehicle Tracking
 - o Fleet Management
 - o Other (Toll Collection and Road Charges etc.)

Growth Drivers and Restraints

Transport and logistics industry are becoming more dependent on vehicle telematics for remote monitoring and for tracking safety of vehicles and goods. Additionally, advancement in vehicle-to-vehicle connectivity is expected to strengthen the growth of telematic market in transportation and logistics industry. Growing electric vehicles market across the globe is also expected to impact on the growth of automotive telematics market. Global market witnessed the rapid growth in sales of electric vehicles from 35,000 units in 2011 to more than 2.5 million in 2015. Embedded telematics are essential for advanced plug-in electric cars to locate nearby charging station, to make reservation at charging station and to check status of charging remotely. In 2015, more than 50% of the total handsets shipped were smartphones. Smartphones connectivity is one of the major segments which is provided by OEMs as the standard feature, as smart phones provides wide range of features such as infotainment connectivity, phone calls and to read texts and e-mails. Smart phones connectivity also provides access to media content, internet connectivity and social networking apps. Therefore, to accommodate changing consumer preferences, OEMs are looking forward to collaborate with smartphone manufacturers to provide in-Vehicle infotainment services. Governments in various regions mandate the regulations to provide automobiles with telematics services such as stolen vehicle tracking and emergency calls. These regulations and norms are expected to require embedded telematics, which will fuel the sales of telematic products and services. Global acceptance of telematic system resulted from favorable mandates and initiatives by governments such as Europe's E-Call initiative to install automatic emergency call device and CONTRAN 245 mandate in Brazil to install vehicle tracking devices in all new vehicles sold. Favorable government policies and legal frameworks are expected to upsurge the growth of global automotive telematics market

Complexities of telematic devices leads to breakdowns and high error rates are some of the major challenges for the market players. Extremely sensitive telematic systems are more prone to serious breakdowns with even single error in the system. Additionally, the automotive telematics market is very data-intensive in nature. Data security and complexity of telematic system are expected to restrain the growth of global automotive telematics market.

Key Players

- AT&T Inc.

- o Synopsis
- o Financial Analysis
- o Business Strategy
- o Product Portfolio
- o SWOT Analysis
- Telefonica
- Telenor Connexion
- BMW AG
- General Motors
- FCA Group
- Tesla Motors
- Airbiquity Inc.
- Agero Inc.
- Continental AG
- Verizon

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