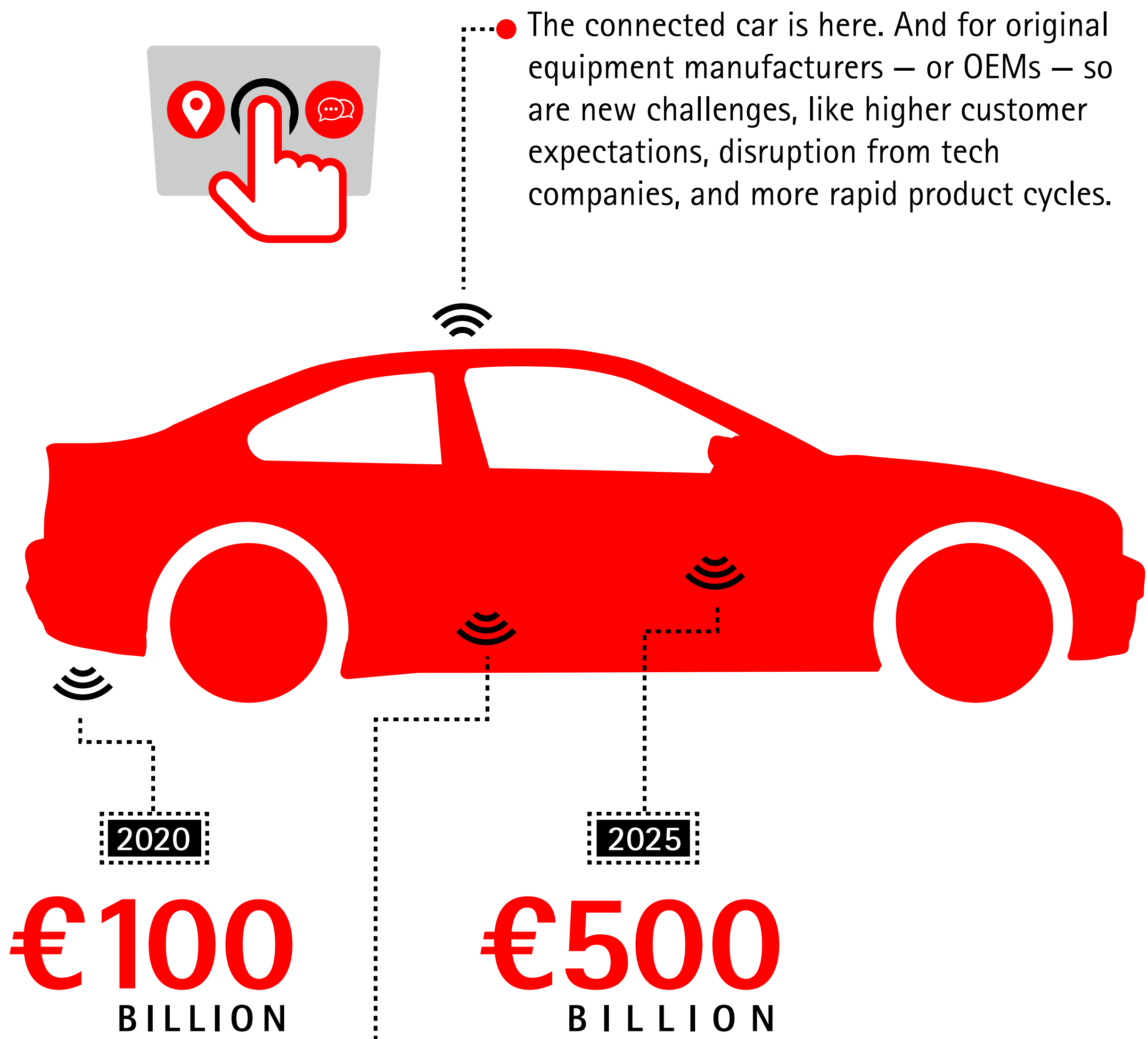


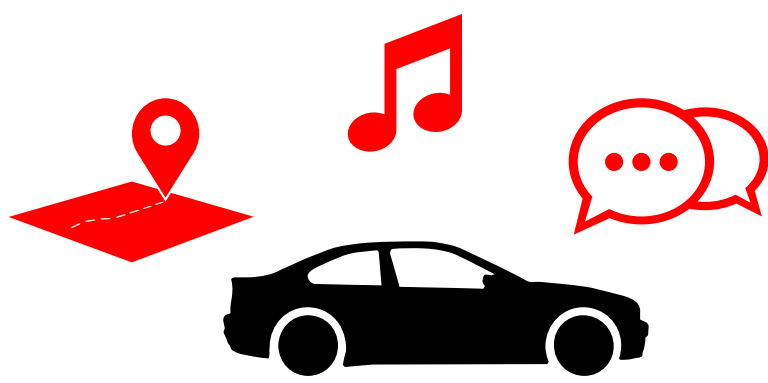
# CONNECTED VEHICLE: SUCCEEDING WITH A DISRUPTIVE TECHNOLOGY



● The stakes are high, with the value of connected car services expected to reach €100 billion by 2020 and €500 billion by 2025.



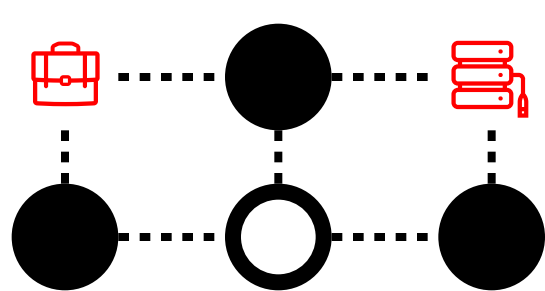
So how can OEMs put the pedal to the metal to accelerate new value and growth?



First, provide sophisticated options to meet or exceed what handheld manufacturers offer. But relying on in-house development resources alone, as they do now, isn't the answer.



Second, capitalize on connectivity. OEMs need to identify and evaluate potential sources of value such as service fees, third-party access and data monetization.



And third, deploy re-tuned operating models, incorporating business, IT and an open connection into the entire connectivity ecosystem.