



Reach Out and  
Touch the Future:  
Accenture Connected  
Vehicle Services

High performance. Delivered.



consulting | technology | outsourcing

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.

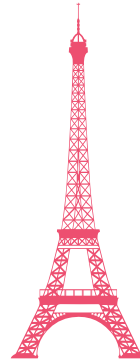
Accenture conducted a global survey of 14,195 consumers across 12 countries to find out what consumers want and how can OEMs fulfill those demands.



US



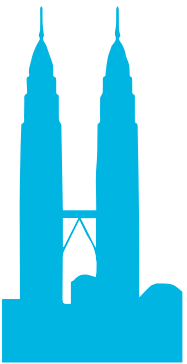
China



France



Italy



Malaysia



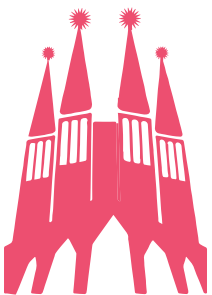
South Korea



Brazil



Germany



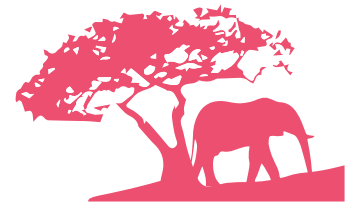
Spain



UK



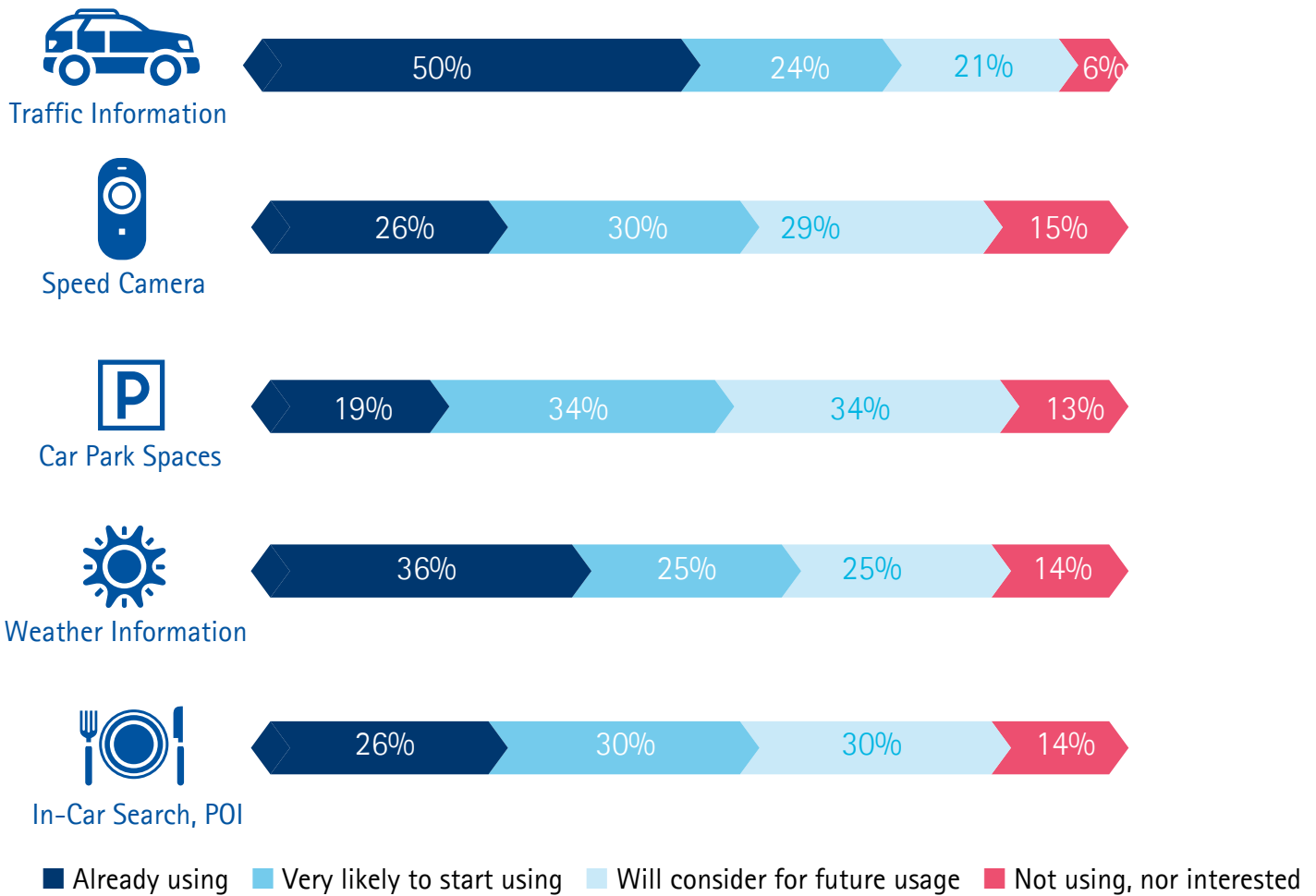
Indonesia



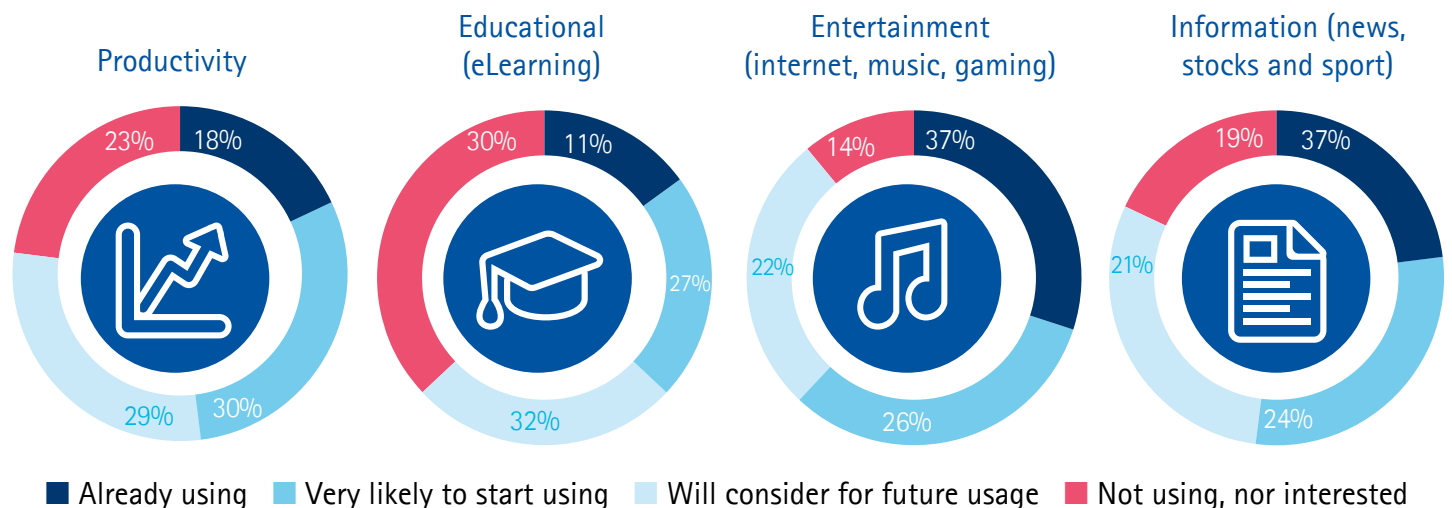
South Africa

To know more, visit [www.accenture.com/connectedvehicle](http://www.accenture.com/connectedvehicle)

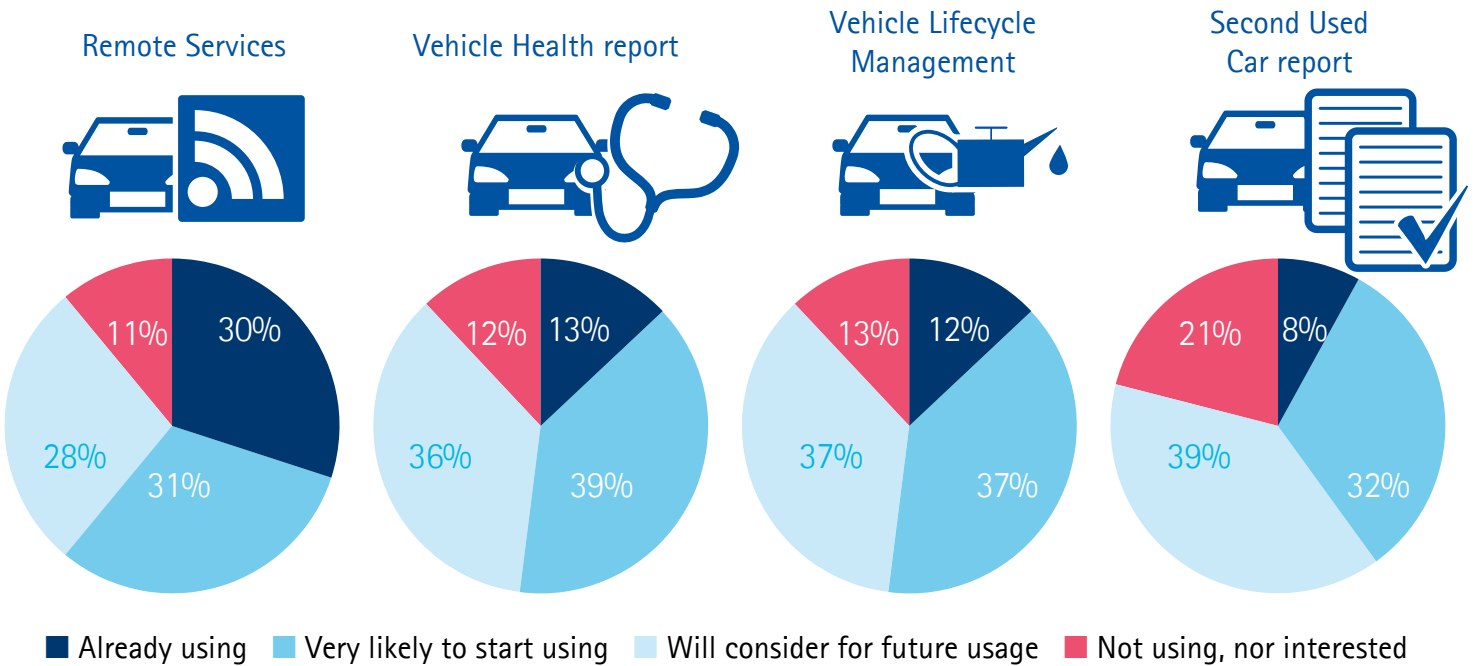
## How important is it for you to have the following Connected Navigation Services on your car?



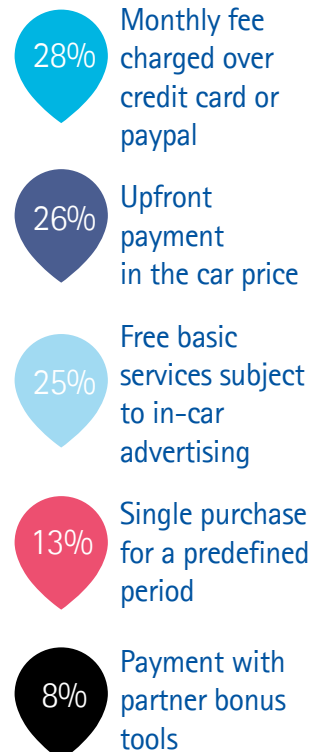
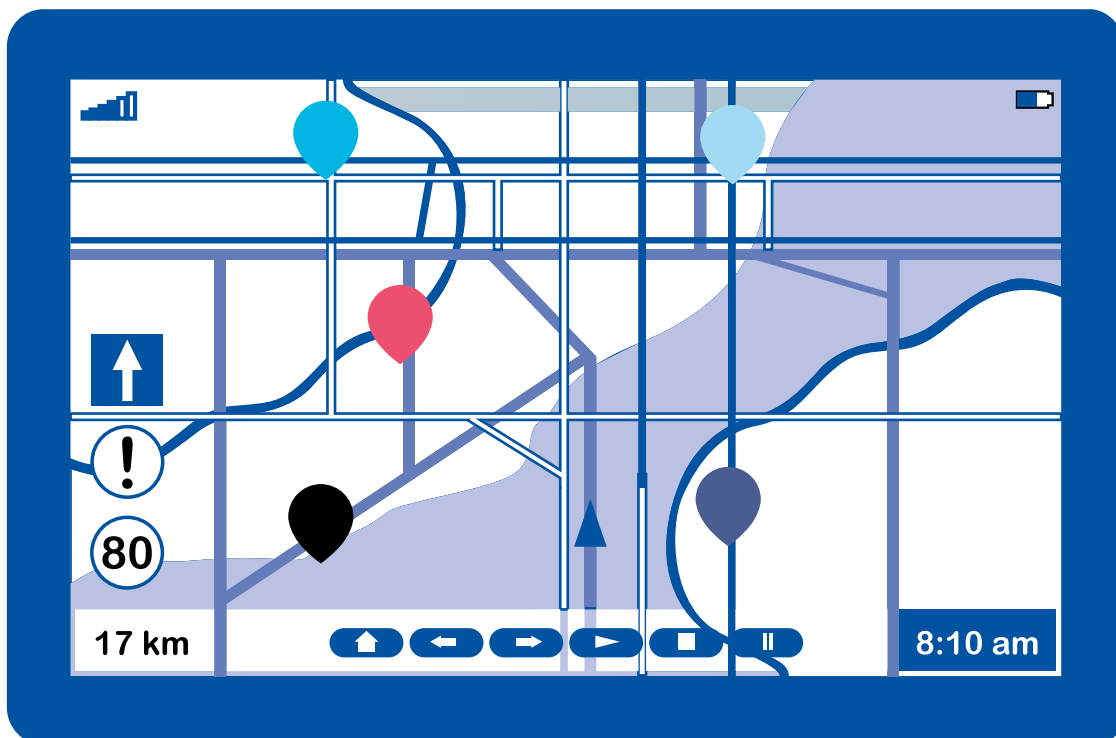
## How important is it for you to have the following Infotainment Services in your car? (Services that deliver in vehicle real time information services such as web radio or video news through the IVI and access to entertainment content like music, gaming and social networks)



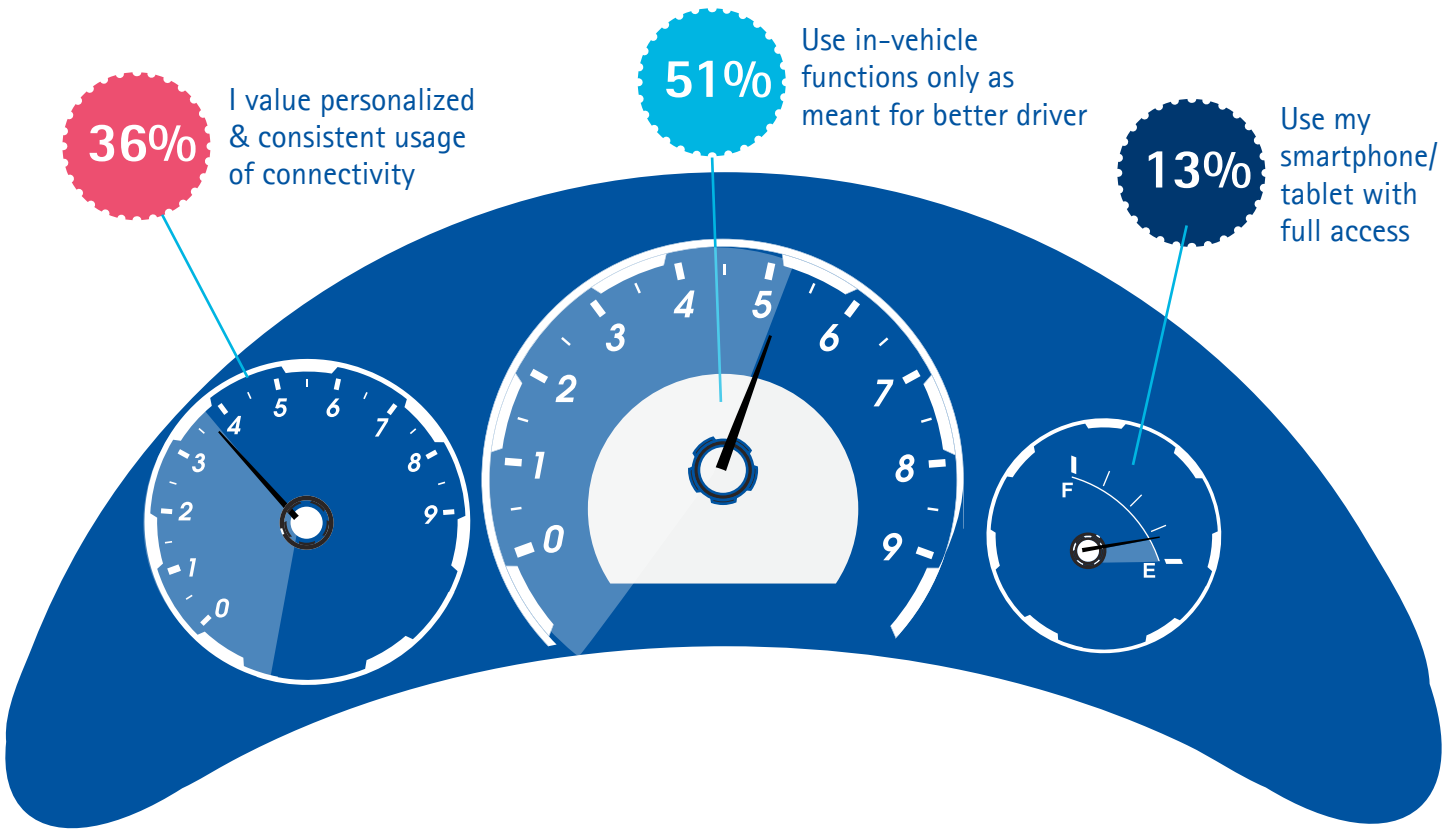
How important is it for you to have the following Convenience Services in your car? (By Convenience services we mean services that allow drivers to activate commands remotely or reduce insurance costs using data on drivers behaviour)



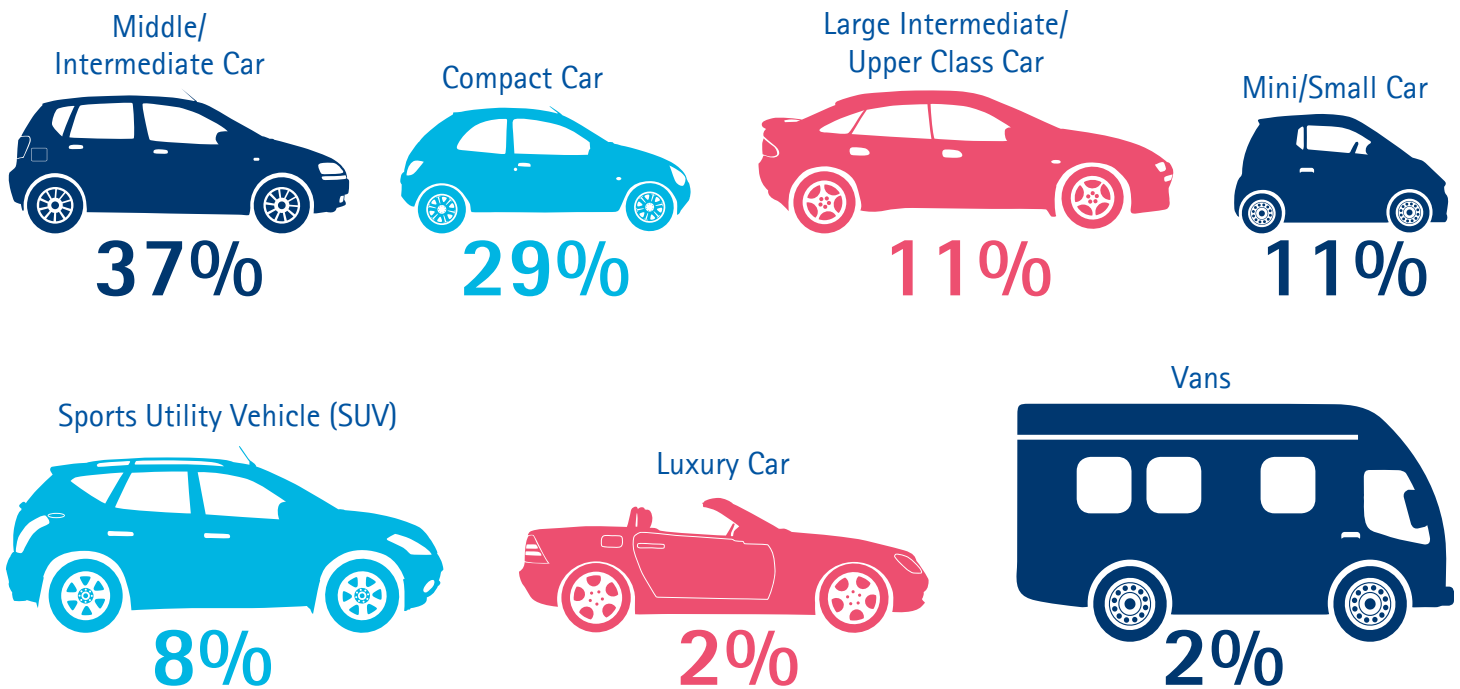
Which of the following payment models or methods would you prefer to pay for connected services in your car?



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

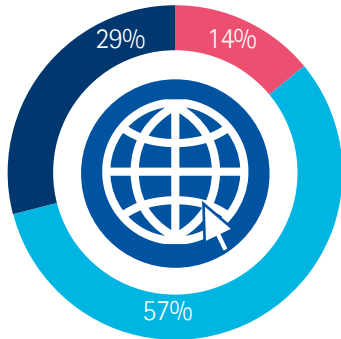


Which model/size of car do you drive most often?

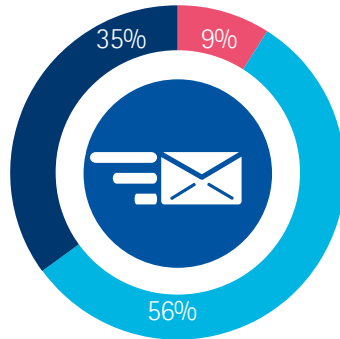


Indicate whether you are using or interested in using the below technologies:

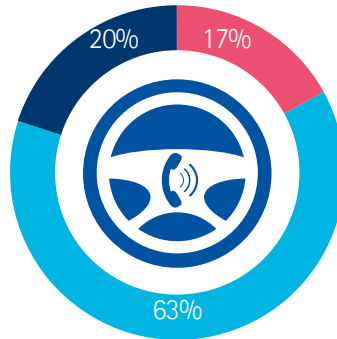
Surfing the Internet via a monitor in the car



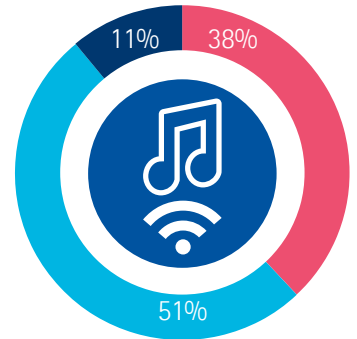
In-car feature enabling the ability to read and dictate Emails while driving



Operate a smartphone using controls on the steering wheel while driving

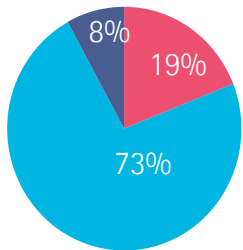


Streaming music

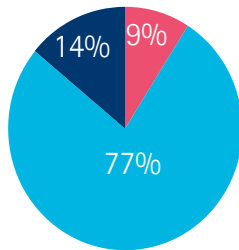


Use    Would like to use    Not interested in it

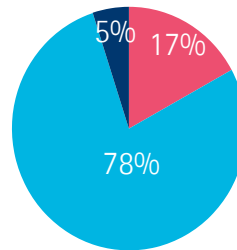
Indicate whether you are using or interested in using the below technologies that support drivers while driving/parking their cars:



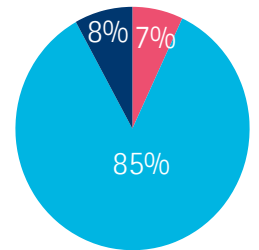
High quality navigation solutions



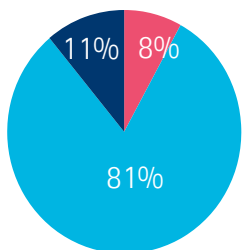
Automated breakdown call-a call made automatically



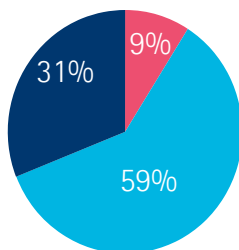
Stolen vehicle recovery tracker



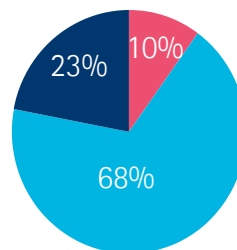
A system that stops the car automatically



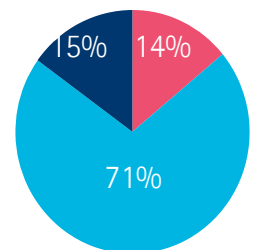
eCall



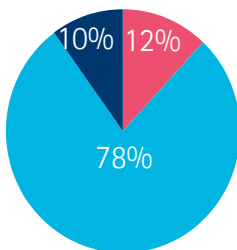
Car-to-car communication



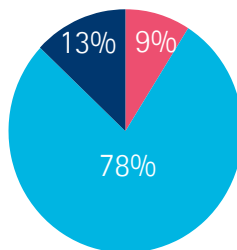
Insurance black box



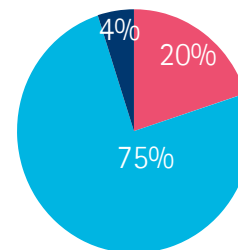
Full automatic parking assist system



Car parking space detection system



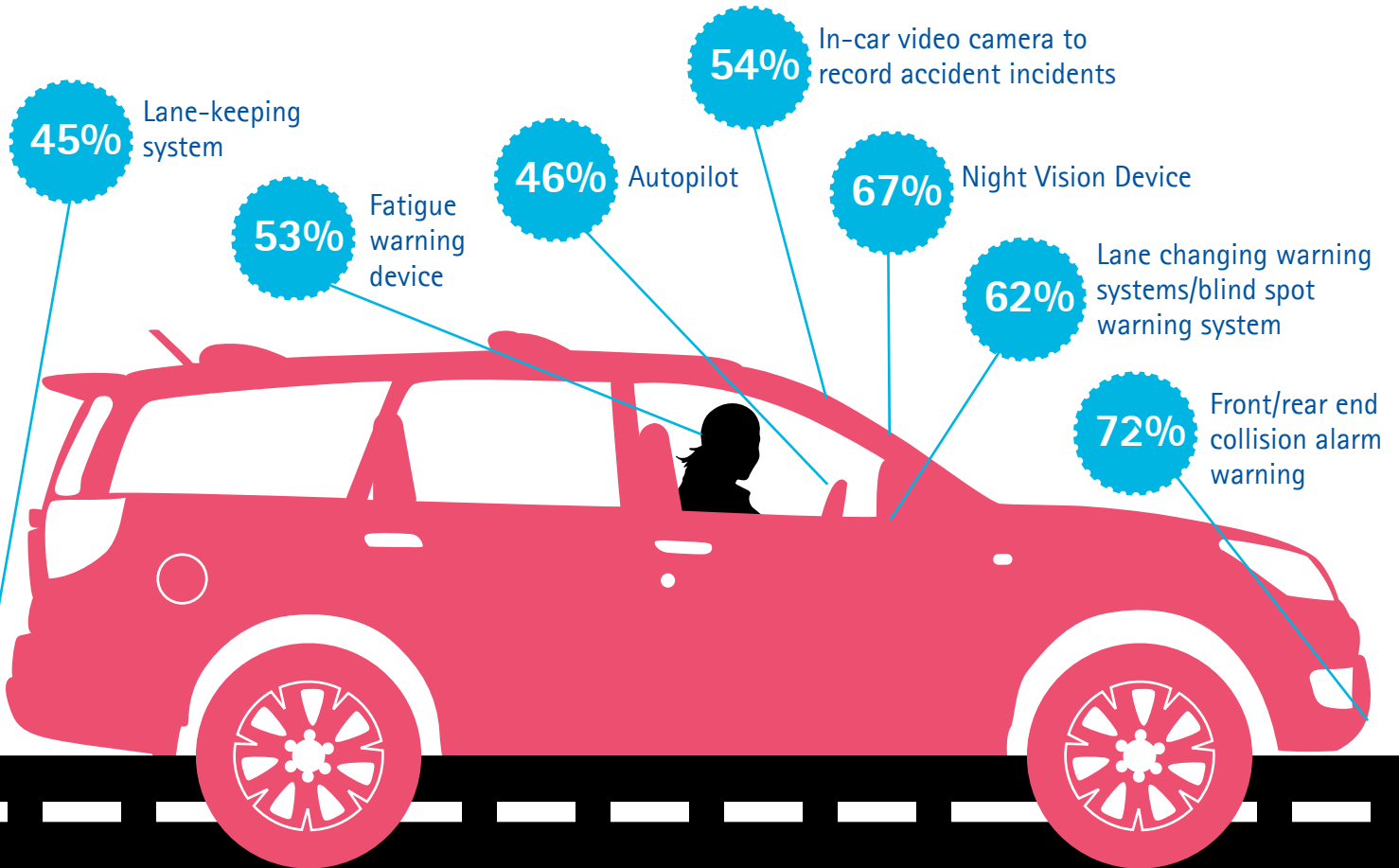
The car stops if a barrier is too close



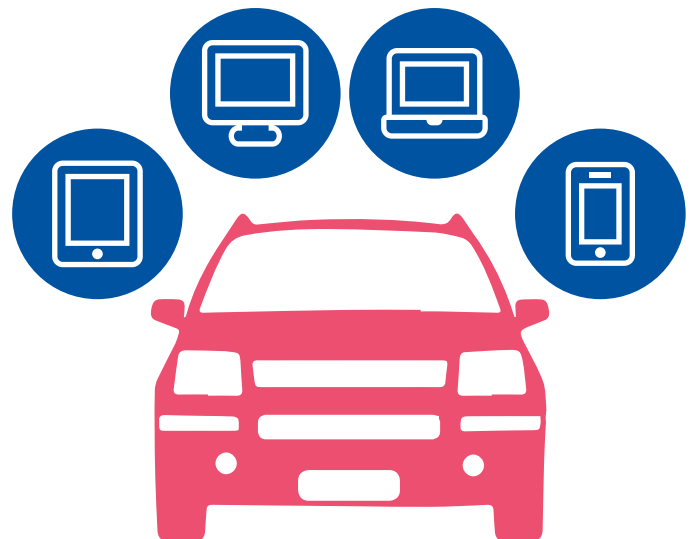
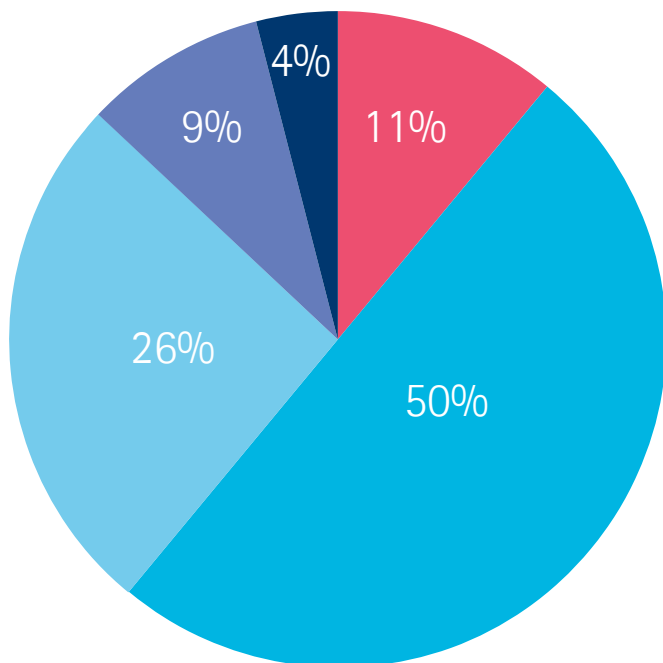
Car identifies traffic signals, congestion, etc.

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?



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?



■ 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

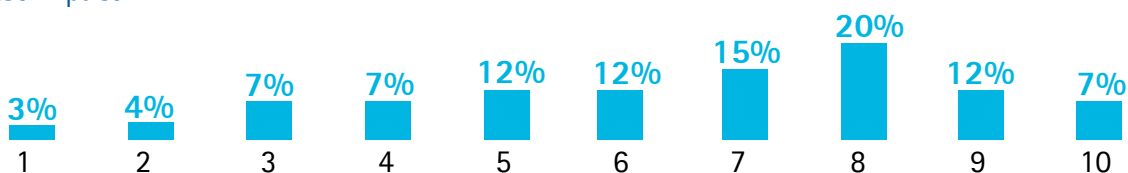
25%  
Autopilot



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





## About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 281,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page is [www.accenture.com](http://www.accenture.com).