

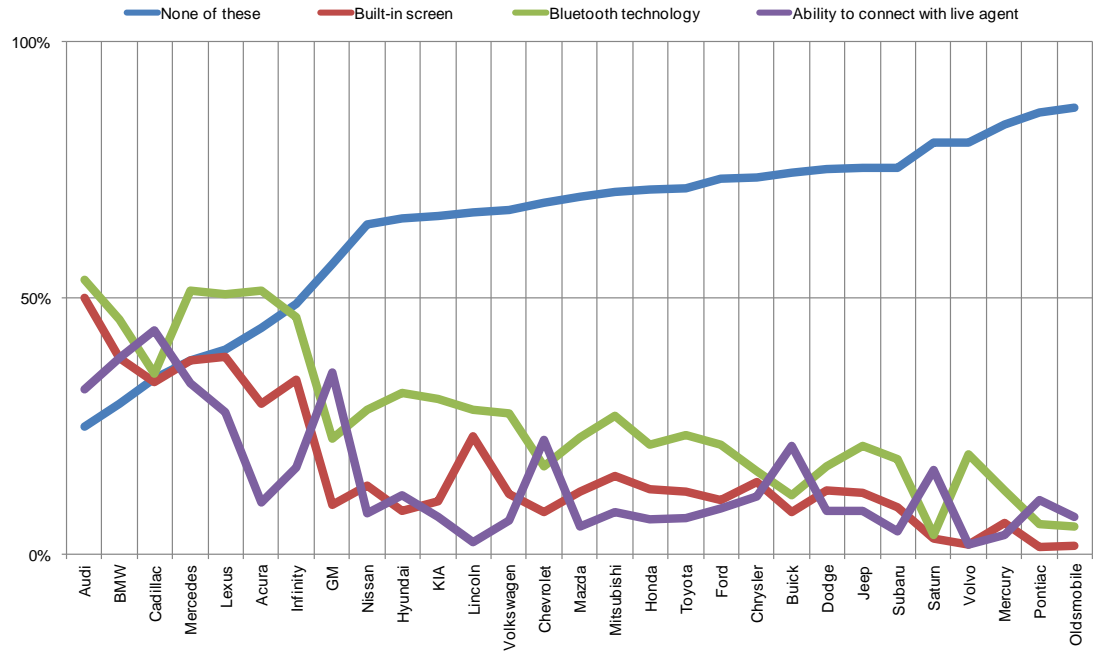
By **John Barrett**, Director, Consumer Analytics, and **Yilan Jiang**, Manager of Consumer Research, Parks Associates

SYNOPSIS

The Connected Car is Here analyzes current adoption and demand for automobiles with connectivity features.

It details the features currently in use and consumer satisfaction with such features. It also profiles adoption and demand by vehicle make.

Current Vehicle Features by Make
(Vehicle Owners in U.S. Broadband Households)



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ANALYST INSIGHT

“The connected car has quietly arrived. A surprisingly high number of consumers now have vehicles with connectivity features, and the take rate is particularly high among luxury car owners. Moreover, once consumers get a taste for such features, they become table-stakes for their next car purchase.”

— **John Barrett**, Director, Consumer Analytics, Parks Associates

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ATTRIBUTES

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