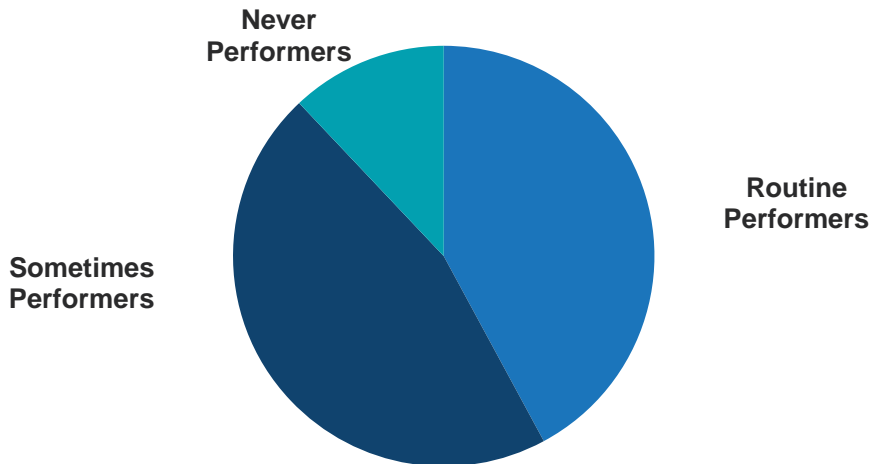


Connected Car Habits among U.S. Drivers U.S. Car Owners



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SYNOPSIS

This **360 View Update** assesses consumers' current connected activities in the car, their perceptions of the safety risks, and their interest in connected solutions as a solution to distracted driving. The research presents and analyzes consumer interest in connected car solutions and highlights their concerns with these technologies. It also surveys awareness of and interest in self-driving cars.

ANALYST INSIGHT

"Consumers' mobile mindset has led automakers and their suppliers to develop new business models focused on delivering software-enabled mobile experiences inside the car. Automakers and their suppliers are creating software divisions, forging new partnerships, and looking to innovate like Silicon Valley startups, only with deeper pockets."

— Chris Tweedt, *Research Analyst*, Parks Associates



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Published by Parks Associates

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