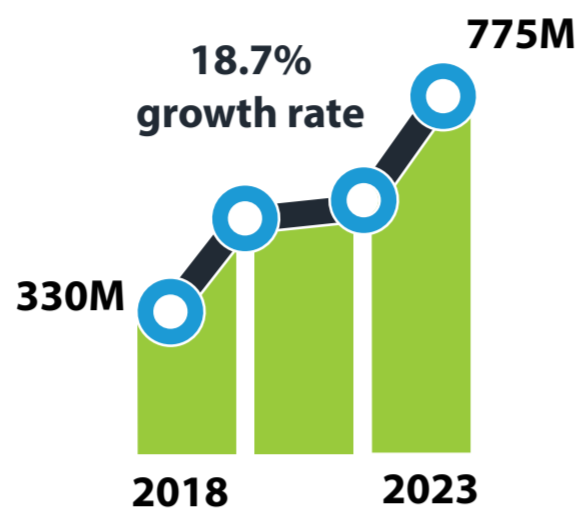


# Connected Vehicle eCommerce



There were 330 million consumer vehicles connected via telematics systems in 2018. This is predicted to rise to 775 million by 2023, an average annual growth rate of 18.7% over the next 5 years<sup>1</sup>



**\$265B**



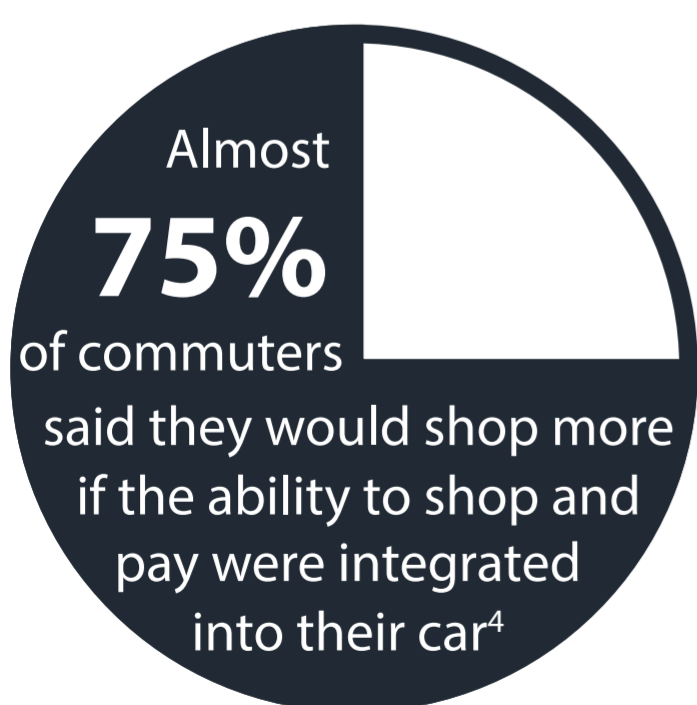
In 2023, an estimated **8.2 billion** transactions from connected car eCommerce will result in a consumer spend of \$265 billion<sup>2</sup>

135 million Americans already spend \$212 billion from the car while traveling each year, doing things like ordering coffee or picking up takeout<sup>3</sup>



89.6 million people use the internet while commuting to work

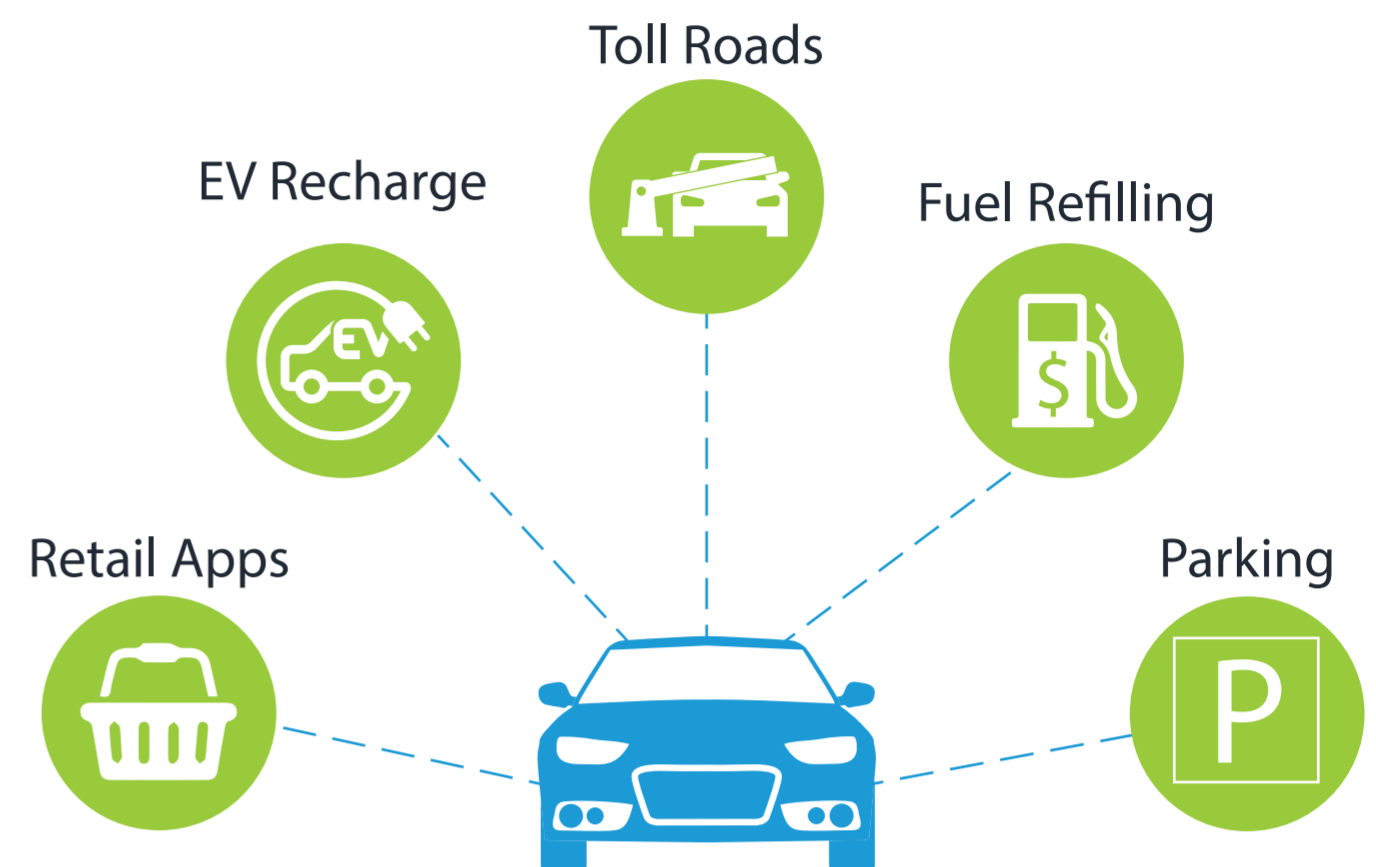
77% of these use the internet to purchase items<sup>4</sup>



This provides automakers with new opportunities for direct relationships with consumers and additional revenue streams from new services and vehicle feature upgrades

1 Juniper Research: In-Vehicle Commerce Opportunities Drive Total Connected Cars to Exceed 775 Million by 2023  
2 TU Automotive: Connected Car Tech Offers In-Vehicle Commerce Opportunities  
3 Medium - Tribal Scale: In-Vehicle E-Commerce Platform, Dasher, Launches at CES 2019  
4 ngenuity - Driving Commerce Inside the Connected Car - Yes, You Can Pay From the Dashboard

## In Vehicle Payment Use Cases:

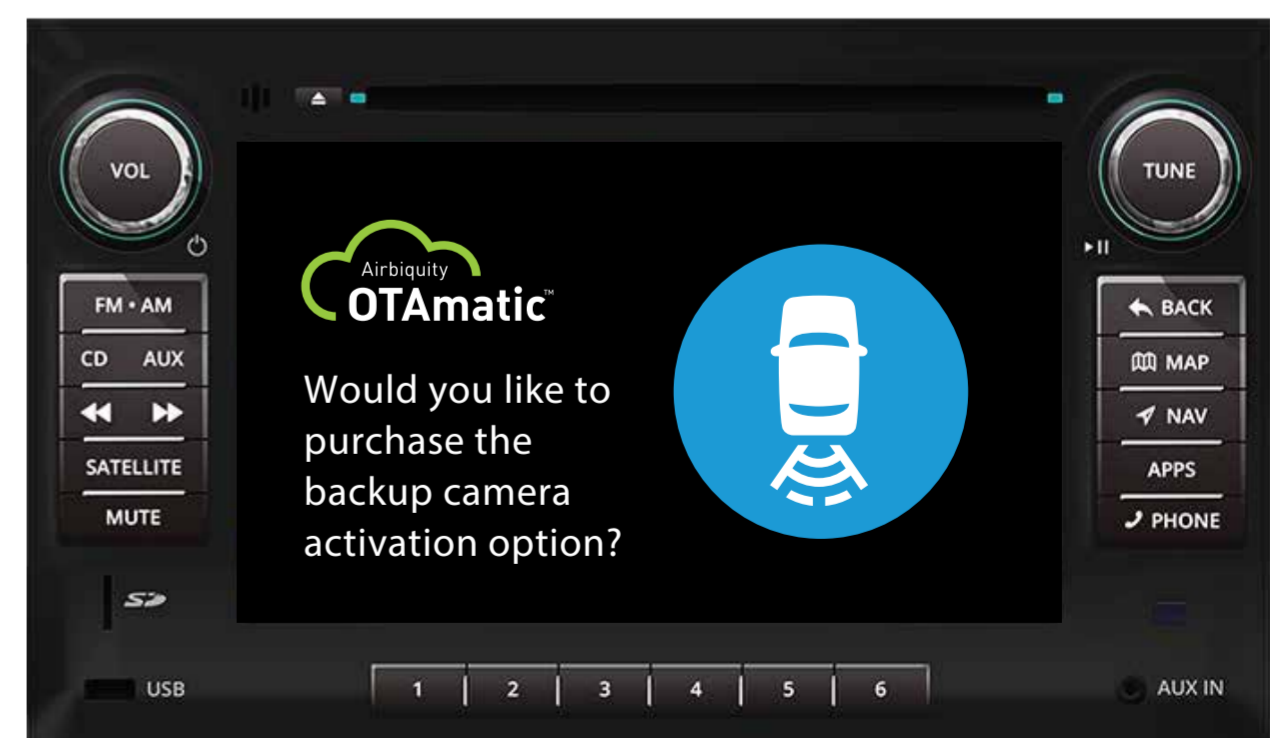


In vehicle payments leverage the ability to know driver's location, route, and preferences to offer suggestions for retail, coffee, fuel, etc.

Security of data, protecting personal information, and mitigating driver distraction are high priorities for automakers



In vehicle purchases can also be used to enable post-purchase vehicle enhancements like activating a pre-integrated feature or service. For example, Airbiquity's OTAmatic™ software and data management offering can perform a software update over-the-air to enable a pre-installed backup camera



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