



Press Release

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The Future of Driving: Five Ways Connected Cars Will Change Your Life

Table with 2 columns: Numbered list (1-5) and Description of benefits of connected cars (safer, more me time, more money, visit doctor less, commute more often).

LONDON, ENGLAND: The Connected Car is set to revolutionise the automotive experience, according to a new industry report from global growth strategy consulting company Ipsos Business Consulting. Traditionally, car ownership brings with it high costs and stress levels, as well as significant commuting times. But the automotive industry is in the early stages of radical transformation that will see the connected car becoming the most advanced computing device that we own. "The extent of business re-engineering faced by automotive companies should not be under-estimated" said Per-Henrik Karlsson, Country Head for Korea at Ipsos Business Consulting. "Effectively, automotive manufacturing companies are extremely large industrial companies, yet they must now seek to transform themselves into data analytics companies. The car will become a mobile device, much the same as your tablet or smartphone – except more literally in this case. The challenge is immense and there is a possibility that we see some existing companies being marginalized or disappearing from a marketplace in which they are currently a major player." Karlsson commented.

Lynn Morgan, Head of Europe for Ipsos Business Consulting agreed with Karlsson, adding: "The advent of the Connected Car, Connected Healthcare and the Internet of Things marks the dawn of some of the most exciting times since the Industrial Revolution. Manufacturers have never

experienced this level of transformational change in the past. We are already seeing the traditional players forming alliances with data companies, retailers and app developers. Some are buying technology companies as part of their strategy to get ready for the change. This is all very exciting for the consumer who is about to witness technological developments on a large scale – developments that were considered to be in the realms of science fiction not so long ago.”

The Connected Car report from Ipsos Business Consulting is available for download at <http://www.ipsosconsulting.com/Connected-Car>

The Connected Car video from Ipsos Business Consulting is available for viewing at <https://youtu.be/l-cHewkanWl>

**THE FUTURE OF DRIVING:  
FIVE WAYS *CONNECTED CARS*  
WILL CHANGE YOUR LIFE**

|  |   |   |
|--|---|---|
| <p><b>1. YOU'LL BE SAFER</b></p>  <p>.....</p> <p>Automated driving will greatly reduce the chance of accidents – and remove the need for traffic lights!</p>  | <p><b>2. YOU'LL HAVE MORE “ME” TIME</b></p>  <p>.....</p> <p>Your car will be able to drive itself and park itself. So stretch out and read a book, or chat with your friends online as you travel. Jump out the car at the restaurant and meet your friend for lunch, whilst your car goes to park itself.</p> | <p><b>3. YOU'LL HAVE MORE MONEY</b></p>  <p>.....</p> <p>Your insurer will never worry about your driving history again. And get your car “uber” or start ride sharing.</p> |
| <p><b>4. YOU'LL VISIT THE DOCTOR LESS</b></p>  <p>.....</p> <p>Your car will become the most advanced mobile device that you use, capable of becoming a “clinic” through its healthcare apps. Get a health check-up whilst you're being driven to the office!</p> | <p><b>5. YOU'LL WANT TO COMMUTE MORE OFTEN</b></p>  <p>.....</p> <p>Your connected car will be part of a network that provides a commuting service for you. You'll finally be able to enjoy a stress-free, enjoyable travel experience.</p>  |   |

Source: Ipsos Business Consulting