

In-Car Electronics: Entertainment and Navigation - US - August 2013

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“Many automakers are now offering touchscreens with interactive controls that allow for much of the same functionality that one would find on a smartphone or tablet computer. While this movement is one that is favored by young and middle age men; it’ll be harder to convince women purchasers that this is something that they want in their next car.”

– Colin Bird, Automotive Analyst

In this report we answer the key questions:

- Should automakers simply focus tech developments on male drivers?
- Where is the field of engagement for women?

This report covers the U.S. market for in-car electronics for consumer vehicles. The report covers some aspects of all electronics in passenger vehicles, but will focus primarily on infotainment systems and portable devices that connect entertainment, communications, and information sources to the driver and passengers of a vehicle—these systems are typically referred to as infotainment, or multimedia systems. Although the main portion of the report will focus on factory-installed components, Mintel will also cover the aftermarket components of in-car electronics, including smartphone apps and portable GPS devices.

Topics covered in this report include: how many consumers own a vehicle with a factory-installed infotainment system, navigation system, or telemetry system and whether or not they find in-car technologies distracting. Mintel explores which emerging in-car technologies consumers are interested in when they buy their next vehicle. Also, given that the average car lasts longer than 10 years, this report reviews whether consumers are worried that their in-car infotainment system will not get updated or if they are worried about software bugs and other tech issues in their factory-installed infotainment/navigation systems.

This report builds on Mintel's report *In-car Electronics: Entertainment and Navigation —U.S., October 2011*.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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BLUE&ME

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