

In-car Electronics: Entertainment, Navigation and Audio - Canada - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"As the wave of technological advancement and connectivity has made its way into the automotive industry, it is important to take stock of what role they play in the market."

- Scott Stewart Senior Technology and Media Analyst

This report looks at the following areas:

- **In-car electronics are a secondary consideration**
- **Awareness of in-car electronics systems is low**
- **Consumer reluctance for innovating too quickly**

From the perspective of automakers, the value of in-car electronics is in their ability to influence purchases – whether to differentiate from another brand or to motivate a consumer to enter the market and start shopping for a vehicle. Given the amount of other factors that are present in a car from a consumer's perspective – gas mileage, safety, cargo space, etc – it is imperative for automakers to understand the role that in-car electronics play and the best way to move forward with them.

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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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Apple CarPlay and Android Auto available in most car makes
OnStar has evolved over the years
Consumers are skeptical about self-driving cars
Too many new car features may create noise
In-car electronics will continue to evolve

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Apple CarPlay and Android Auto available in most car makes
OnStar has evolved over the years

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Consumers are skeptical about self-driving cars
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Consumer survey data

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Abbreviations

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