

The Future Telematics Industry Should focus on the “Subtraction Ruler”

3rd China Telematics and Connected Vehicle Summit 2016

May 11-13, 2016 • Beijing

With approximately 104 million new cars expected to have some form of connectivity by 2025. In 2015, the market size of telematics industry in China will reach 155 billion and the growth rate will be 40.9%. More than 20 automotive OEMs are either launching or planning telematics services in China over the next 3 years, due to the growing consumer demand of connectivity market.

In addition, a new report has found that overall consumer interest for in-vehicle telematics services has rebounded after leveling-off in 2014. In particular, interest remains robust for services which provide immediate help in time-sensitive emergency situations such as remotely unlocking a vehicle or stolen vehicle assistance. Respondents from the US and China, premium vehicle owners, and younger age groups were found to show interest in slightly greater numbers; overall however, strong interest in telematics was found across all regions and demographics.

However, the telematics industry is still facing a lot of development challenges. All telematics service providers and auto OEMs are exploring and developing telematics products, which makes this industry market very confused. Furthermore, the experts said that the whole industry chain of telematics is no rules at present and too many product categories are covering the market. It is very necessary for industry players to find the key demands of customers and drivers. They should focus on the “subtraction ruler” and make each function of telematics service systems better for end users to use.

Therefore, the 3rd China Telematics and Connected Vehicle Summit 2016 will be launched in Beijing from May 11th -13th, 2016. it will gather distinguished experts as well as industry leaders for a thorough analysis of the latest trends, market conditions and developments in telematics industry, local knowledge in China, how to meet personalized needs, how to benefit from TSPs, auto OEM case study sharing, the collaborations among OEMs, TSPs and tech giants, UBI, internet plus era, safety and convenience. It will serve to provide an effective platform for attendees to share their valued experiences and opinions of the many challenges and opportunities within telematics industry in China.

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