

Parties eager to access your car data



Retailers

could use car data to target location based promotions to consumers and to optimise delivery fleet routes



Driver and passengers

want to control how personal car data is collected and used, and they may be interested in using safety and convenience related services that are based on car data, such as ride sharing, location based promotions etc



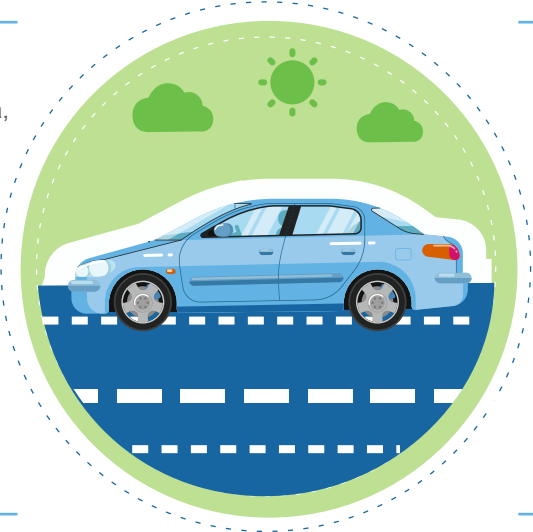
Mobility service providers

could use car data as a fuel for new services like car sharing, transportation pick up via a computer or mobile devices (e-hailing), on demand taxi services (e.g. Uber), or concierge services



Insurance companies

could use car data in designing new insurance products like pay-as-you-drive and pay-how-you-drive. Car data also supports accident reconstruction and fraud detection



Public authorities

could use car data in road maintenance, traffic planning, road tolls and accident reconstruction



Car manufacturers & Dealers

could use car data to plan service campaigns and customer loyalty services, such as mobile apps for remote operations, to manage car re-calls, in fraud detection, and also in developing new car models



Other cars

could utilise car data for advanced warning signals or linking two or more vehicles, e.g. trucks to drive in chain using connectivity technology and automated driving support systems (platooning)

