What European Consumers Think about Connected Car Data and Privacy

A Consumer Survey Conducted by Otonomo and SBD Automotive

February 2020

Foreword

Over the last few years, the automotive industry has changed faster than it has in decades. Much of this innovation revolves around data: Utilizing datasets generated by connected cars to power advanced driver assistance systems (ADAS) that make driving safer, more convenient, and more rewarding and to enable innovative mobility services and crowdsourced insights that promise to improve life in congested urban environments.

At Otonomo, we have long recognized that in order for this car data ecosystem to grow and thrive, consumers need to be willing to share their data with automotive OEMs and service providers and trust that their data will be protected. We believe that it is critical to bring the voice of the driver into every conversation about data utilization.

In 2018, we commissioned Edison Research to field a consumer survey in the United States. In that survey, we saw significant interest among consumers for new services based on connected car data and a high willingness to share car data in order to access these services. However, these same consumers expressed general concerns about sharing their data with apps and services—a finding that did not surprise us, since the survey was fielded just a few months after the Facebook-Cambridge Analytica scandal had broken and just as the European General Data Protection Regulation (GDPR) was coming into effect.

But we also wanted to find out what European consumers think and were excited to be able to collaborate with SBD Automotive on this research, which was fielded in December 2019 and January 2020. We were encouraged to see clear signs of a budding ecosystem with growth potential, but we also saw the need for OEMs and service providers alike to provide more evangelism and more transparency about their data practices. This report will delve into our findings and provide actionable takeaways to stakeholders in the connected car ecosystem.

Enjoy the read!

Lisa Joy Rosner
Chief Marketing Officer
Otonomo

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Executive Summary

SBD Automotive forecasts that 70% of cars sold in European markets in 2020 will be connected—in other words, capable of sending vast datasets to the cloud. Over the last few years, an ecosystem has emerged around this data, supporting new driver services, innovative mobility services, and aggregated insights about vehicle movement in various locations. These services promise to make driving safer, more convenient, and more rewarding, but they require drivers to be willing to share personal and aggregated car data with their automotive manufacturer (OEM) and the services ecosystem.

This survey of 2,512 recent-model car owners in France, Germany, Italy, Spain, and the UK was commissioned by Otonomo and fielded by SBD Automotive in December 2019 and January 2020. We found that European consumers have a solid interest in new apps, services, and crowdsourced insights based on connected car data but that the ecosystem is still very much in a building phase. We observed these key findings:

- Up to 77% of consumers are interested in services based on connected car data.
- Up to 71% of those who expressed interest in connected car services are willing to share data specific to their cars, but the percentage drops off for services related to convenience rather than safety.
- Eighty percent say they would only consider sharing data with an incentive.

European consumers are generally aware of app data collection, with about three-quarters saying they allow mobile apps to collect anonymous data such as location, but 77% of respondents have not used an online service or app because of concerns about how their personal information would be used. Over half say they take active steps to manage their privacy. Awareness about car data collection by OEMs, which underlies all of the connected car services studied, is relatively low. Before being asked about specific connected car services, only 59% of consumers say they know that data from cars can be shared with manufacturers.

Transparency and trust are critical to consumer confidence. Sixty percent of respondents say it's very important to be told exactly what data is being collected, how it is being used, and by whom when deciding whether to share their data. Fifty-nine percent say the trustworthiness of the company or app is very important. Seventy-five percent of consumers want to be able to see the car data they are sharing, as per the GDPR right of access to data.

Although 83% of consumers say they're aware of GDPR, fully one-third are aware but not sure how it applies to them. Furthermore, only 40% of EU consumers aware of GDPR believe it's having an impact on data protection. About one in 20 consumers has seen a change in how OEMs communicate with them since GDPR went into effect 20 months ago.

Methodology

The Otonomo-SBD Automotive Research Survey is an online survey of 2,512 participants aged 18 or older recruited through online panels. All participants have purchased a 2016 model year or newer car within the last three years. Since they told us which make and model of car they own as part of the screening process, we know that the majority of participants own connected cars.

The survey includes populations of approximately 500 each from five European countries: France (503), Germany (502), Italy (504), Spain (501), and the UK (502). This allowed us to do cross-country comparisons.

Section 1

Attitudes about Technology in Cars

Consumers Express Mixed Feelings about Technology in Cars

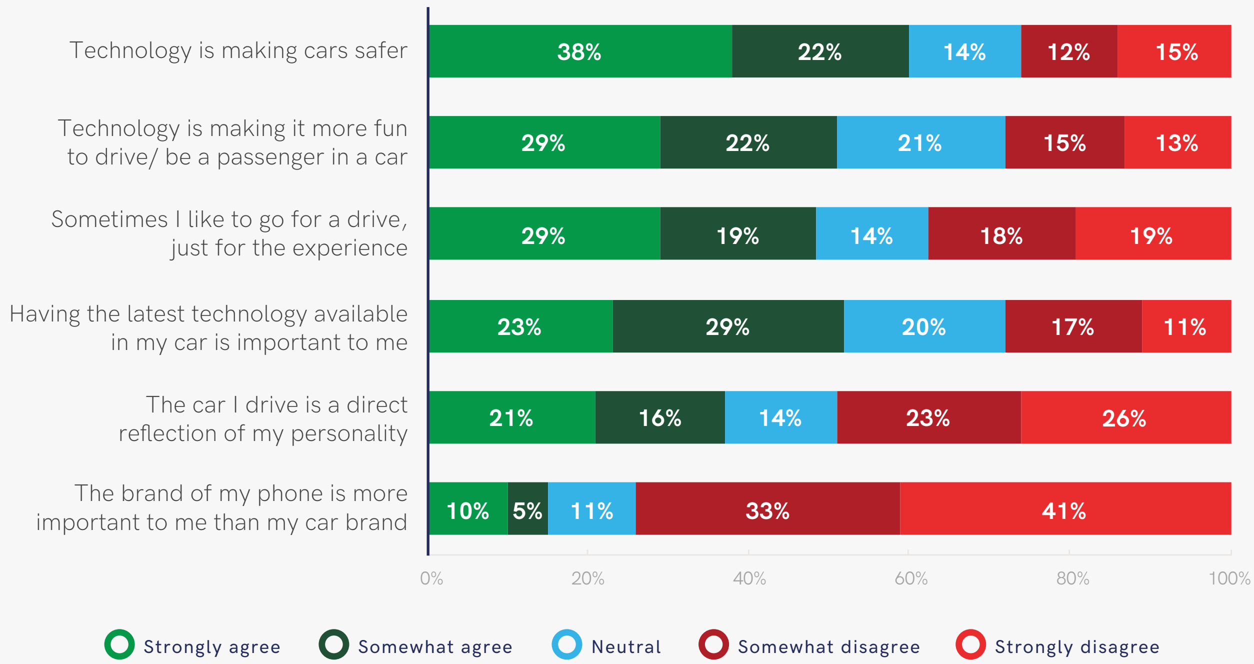
Connected car features have significantly improved safety for drivers and passengers. We wanted to see how car owners who have recently bought a new car perceive these features.

Based on their responses, European car owners express mixed feelings about the safety role of technology in cars, with only 59% agreeing or strongly agreeing with the statement that "technology is making cars safer." Fifty-two percent agree with the statement that "having the latest technology available in my car is important to me," and 51% agree with the statement that "technology is making cars fun to drive."

There is a significant population of car owners who see driving as a fun activity: 48% agree that "sometimes I like to go for a drive, just for the experience." A minority of European car owners (37%) agree with the statement "the car I drive is a direct reflection of my personality." Our US data indicated that more American consumers identify personally with their cars, with 74% agreeing to a similar statement.

Technology and Car Ownership Attitudes among European Consumers

"How much do you agree or disagree with the following statements?"



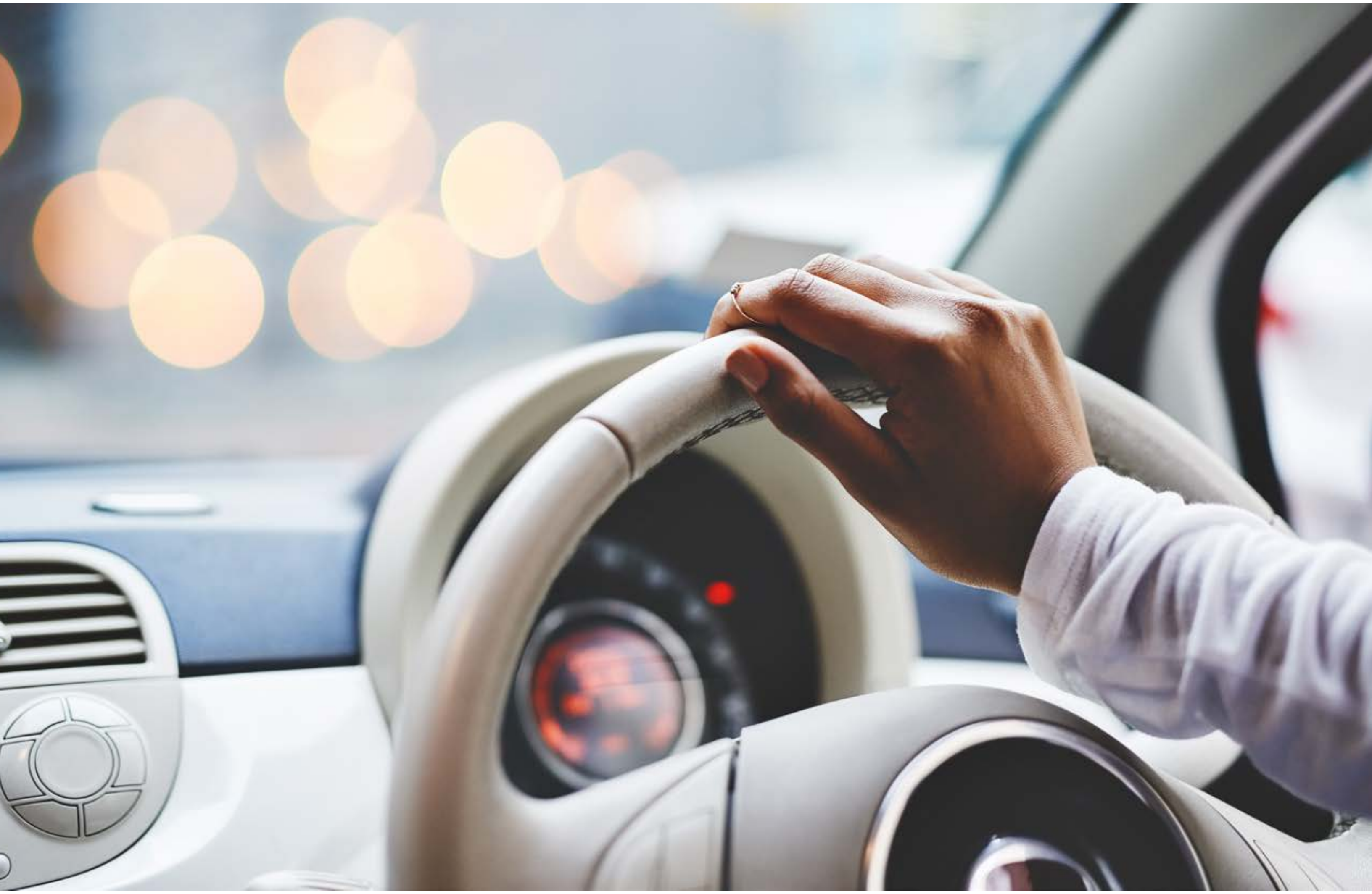
Sample size: 2,512

Key Takeaways

- Automotive manufacturers (OEMs) need to focus more promotion efforts on the benefits of ADAS and other new car features in European markets. A significant proportion of European car owners do not make the connections between new car technologies and values they care about, like safety or fun behind the wheel.
- There is a significant cohort within the population that views driving as a leisure activity. This finding reinforces the strategy of many memorable OEM marketing campaigns.

Section 2

Knowledge about Vehicle Data Collection Practices

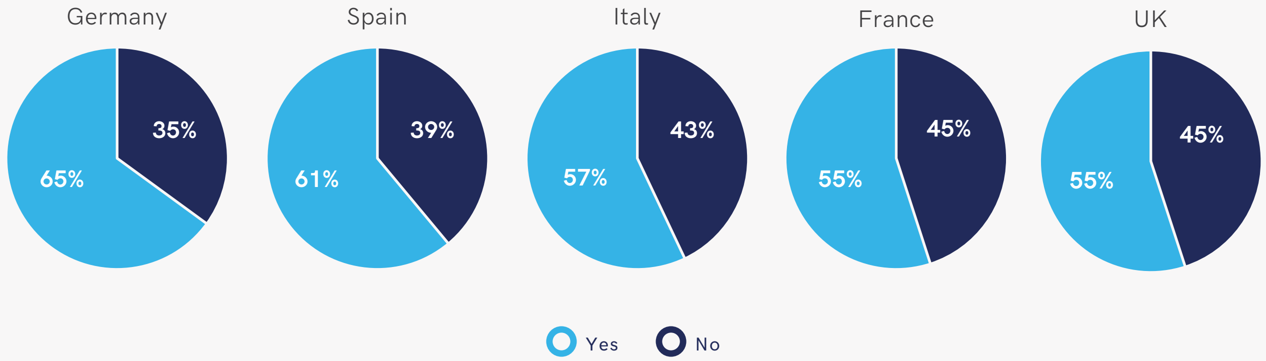


Many Consumers are Not Aware that their Car Data Can be Collected

Many of the new connected car services that are becoming available around the world require data to be collected by the OEM and shared with third-party service providers. We first wanted to understand whether car owners know that this data sharing is occurring. We found that 41% are not aware of it across the five European countries we studied. Respondents from Germany have the highest level of awareness about car data sharing, with 65% saying that they are aware. France and the UK have the lowest awareness rates at 55%.

Only 59% of European Consumers are Aware that Car Data Can be Shared

"Data from cars can be shared with manufacturers. Are you aware of this?"



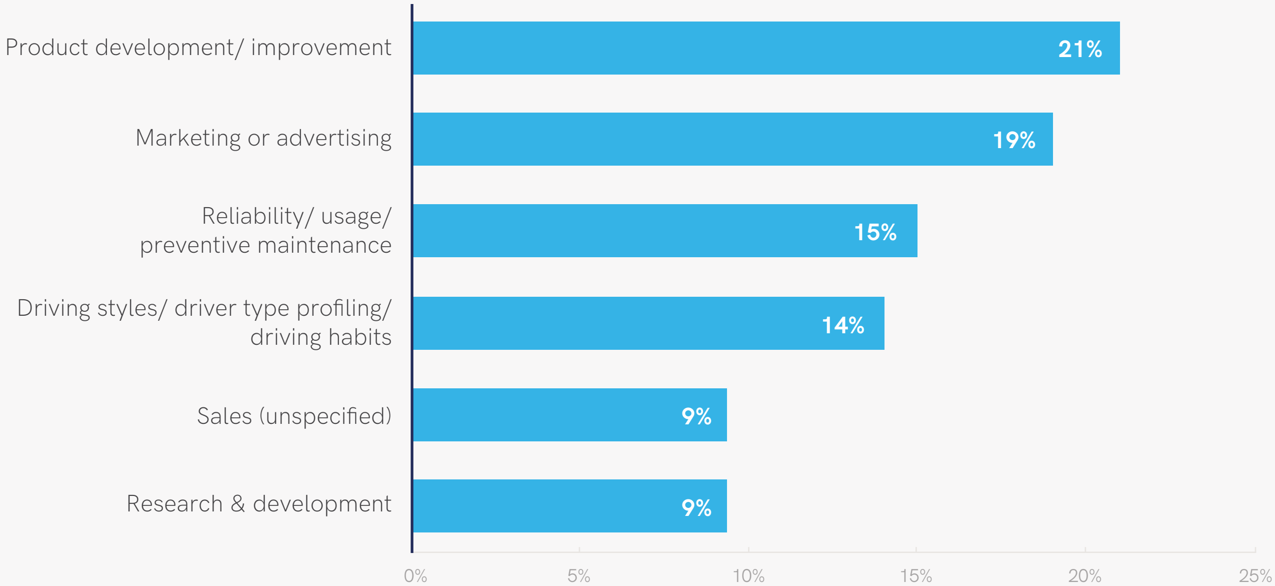
Sample size: 2,512

We asked car owners which make and model they owned so that we could look at their awareness about car data collection across OEMs.

Next, we asked respondents what they think manufacturers are using their data for and received a wide variety of responses to this open-ended question. A significant number of people (59%) can identify activities that benefit future car improvements. However, almost as many skeptics exist who think that data collection may be for marketing- and sales-related reasons.

Car Owners' Perceptions of Why Car Manufacturers Collect Data

Top six open-ended responses



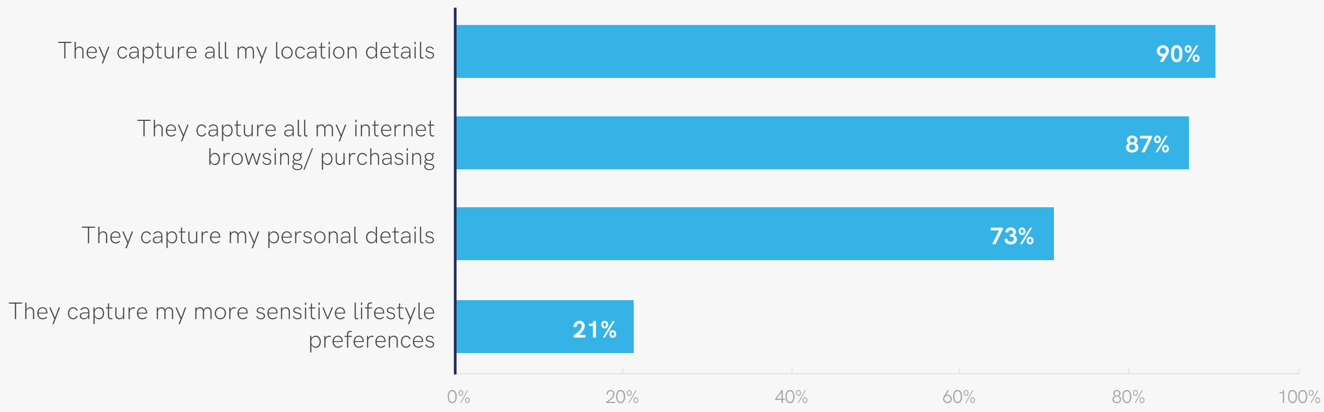
Sample size: 2,512

Beyond the top six open-ended responses shown above, the next most common response was "don't know," at 7%. Other responses included:

- Service information/ service intervals/ warnings (6%)
- Customer services/ service improvement (6%)
- "To make money from people" (5%)
- Future offers/ promotions (5%)
- Specific safety purposes such as eCall, monitor braking, accident prevention, etc. (3%)
- "To scam people" (2%)
- "To profile me/ understand my purchases" (2%)
- Traffic flow monitoring and data collection to identify jams, etc. (2%)
- Fuel consumption monitoring (2%)
- Better customer experience (2%)
- "To pester people" (1%)
- Tracking data/ monitor locations & routes/ develop future sales profiles (1%)

One hundred percent of the people in our survey report that they own a smartphone, so we can gain additional context by looking at what they know about smartphone data collection practices. Interestingly, 96% know that their smartphone provider captures at least some of their data. Of the respondents who believe that smartphone providers capture some (but not all) of their data data, 90% are aware that their smartphone is capturing location details.

Car Owners' Perceptions of What their Smartphone Captures



Base: Those who think their smartphone provider captures at least some of their data (1,110)

Key Takeaways

- OEMs cannot assume that car owners and new car buyers are aware of car data collection practices. Our findings show that a significant number of car owners who have made recent purchases are still not aware that their data is being captured.
- The fact that cars can collect location data should not be a surprise, since most car owners know that their smartphone provider collects this information. However, many consumers may not have made the mental connection between location data and connected cars. This underscores the need for OEMs to clearly communicate their data practices.

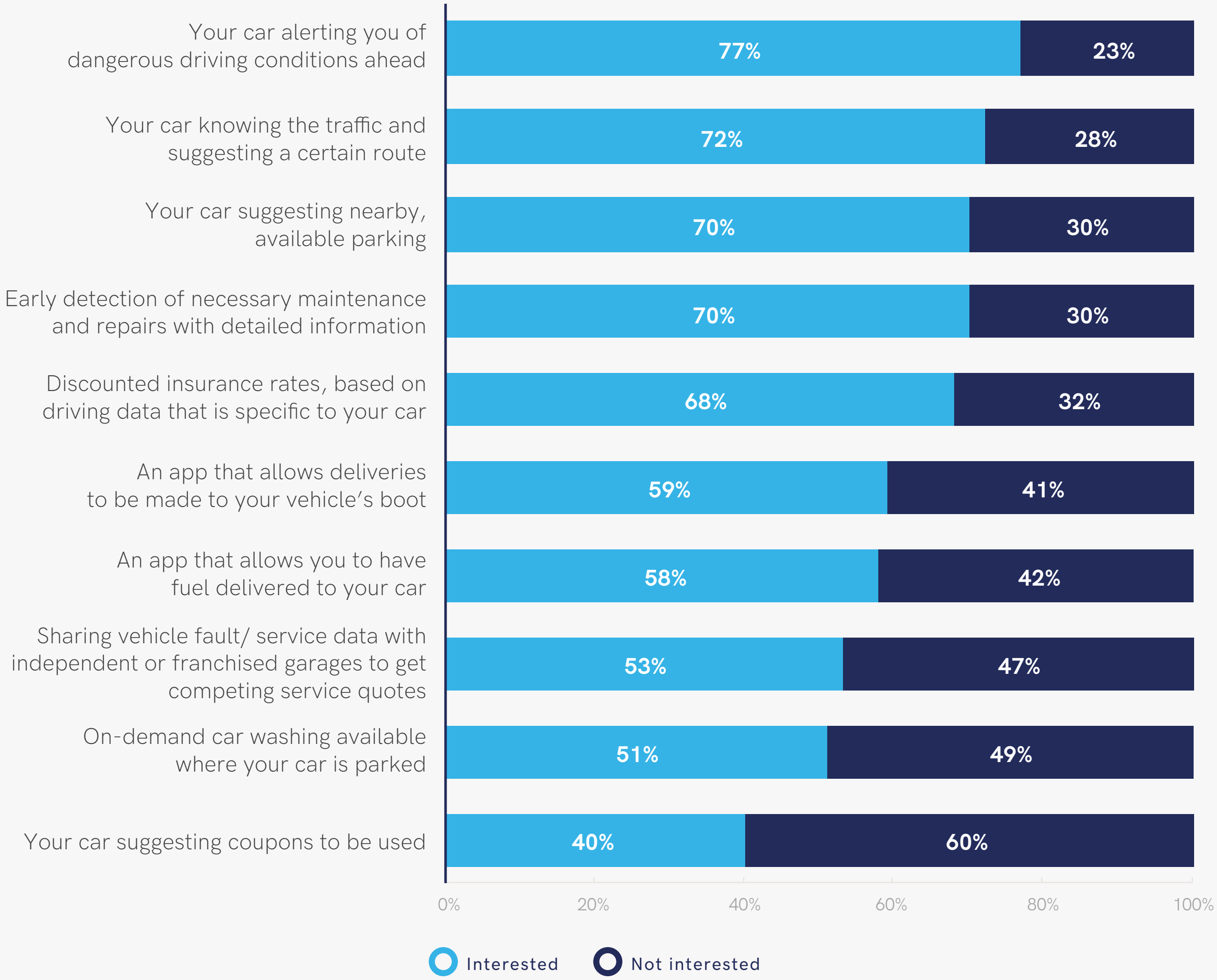
Section 3

Interest in Connected Car Services

Consumers Show Solid Interest in Connected Car Services

Next, we asked consumers about select services that can or will be available to them, enabled by the sharing of car data. Up to 77% of consumers say they are interested in these services. These findings demonstrate a budding ecosystem, with many consumers ready to adopt the services with the most compelling benefits. For newer types of services, such as on-demand car washing or in-boot delivery, an early-adopter audience exists that's open to new capabilities, but mainstream adoption will take time and effort.

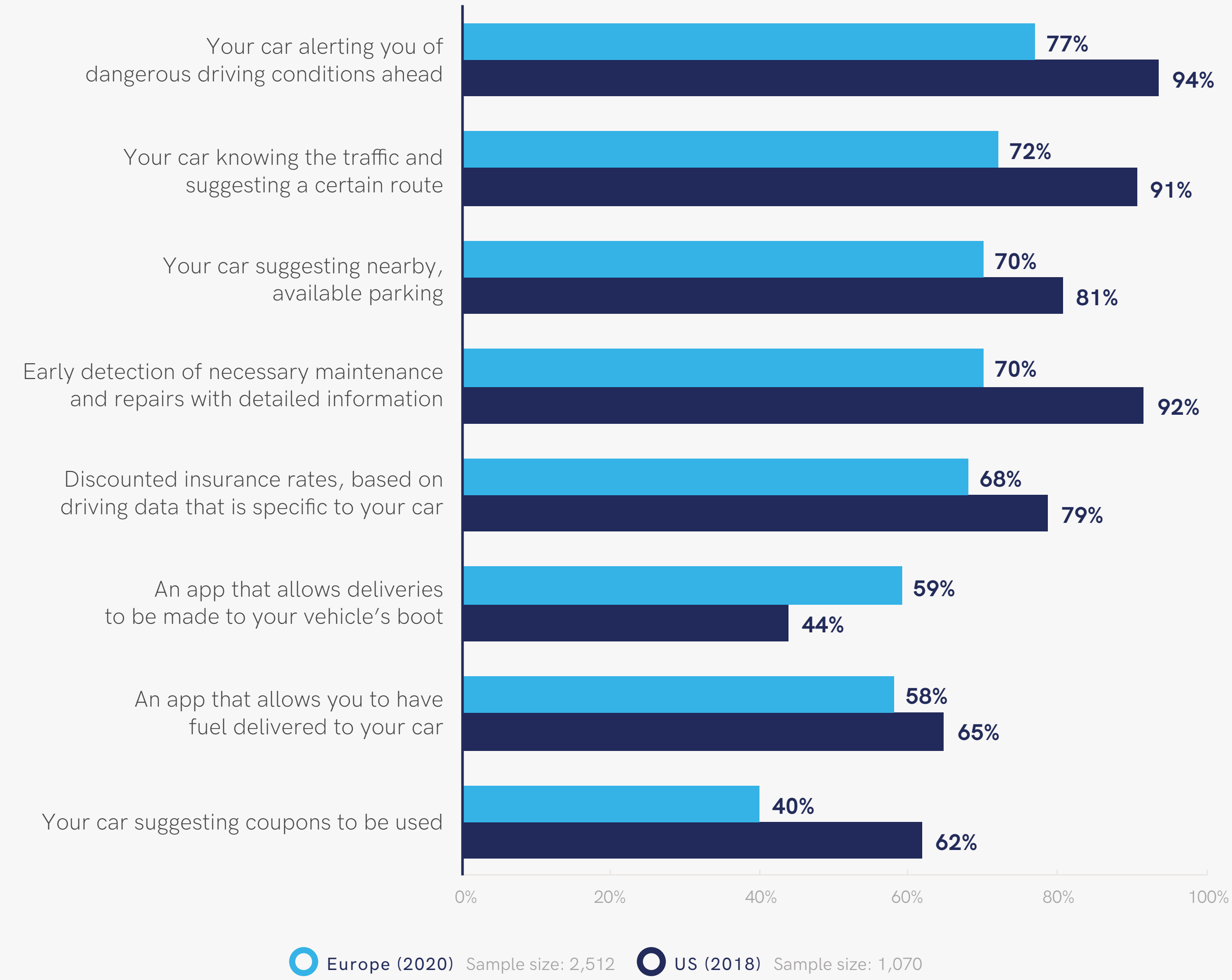
European Consumer Interest in Connected Car Services



Sample size: 2,512

Comparing these findings to the interest expressed by US consumers in 2018 for a similar set of connected car services, we saw somewhat lower levels of interest. However, US consumers generally tend to exhibit more optimism in all types of market research.

European Consumer Interest in Connected Car Services, Compared to US

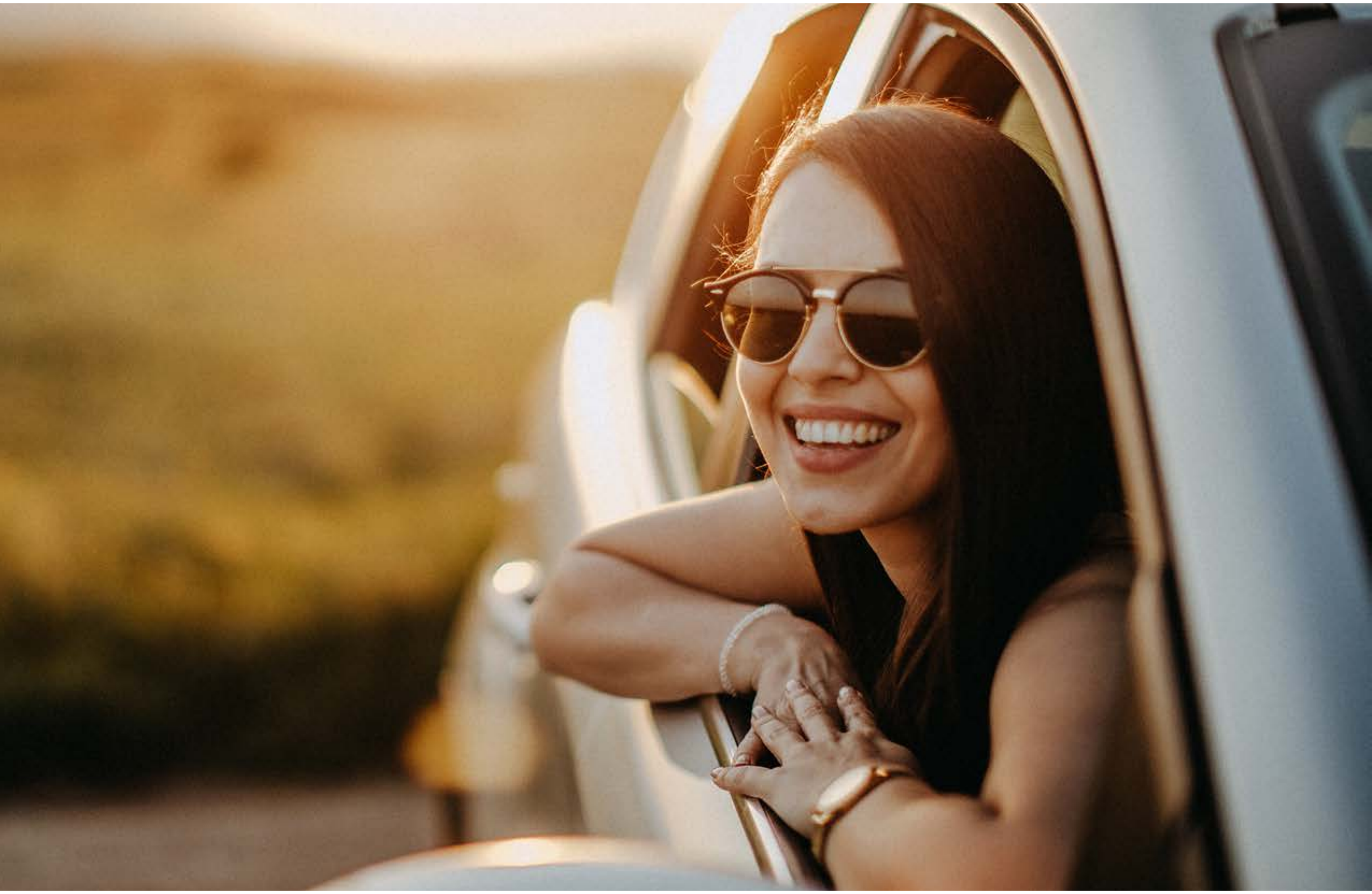


Key Takeaway

Early-adopter European consumers are ready to learn about innovative apps and services. Automotive OEMs should invest in making connected car data available to those services because the early adopters will provide the proof-of-value needed by mainstream consumers.

Section 4

Attitudes Towards Connected Car Data Sharing

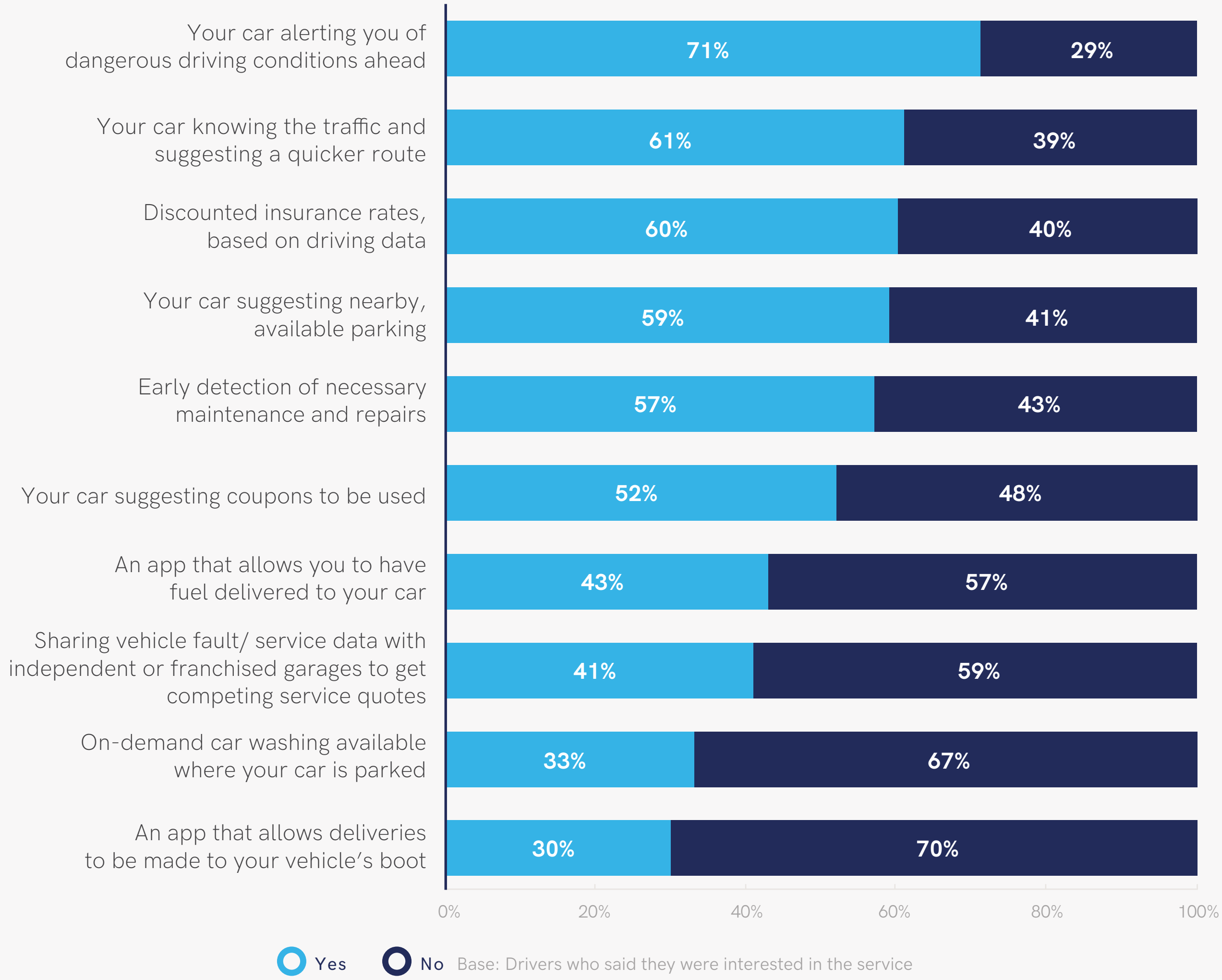


Most are Willing to Share Data for Services of Interest

Sharing of Personal Car Data

For those consumers who said they were "extremely," "very," or "quite" interested in a particular service, we asked if they would be willing to share their car data—that is, data specific to them—in order to get that feature. Up to 71% say yes. Their willingness is highest for the safety-related feature about which we asked, being alerted about dangerous road conditions ahead, and drops off across the convenience-related features in the survey.

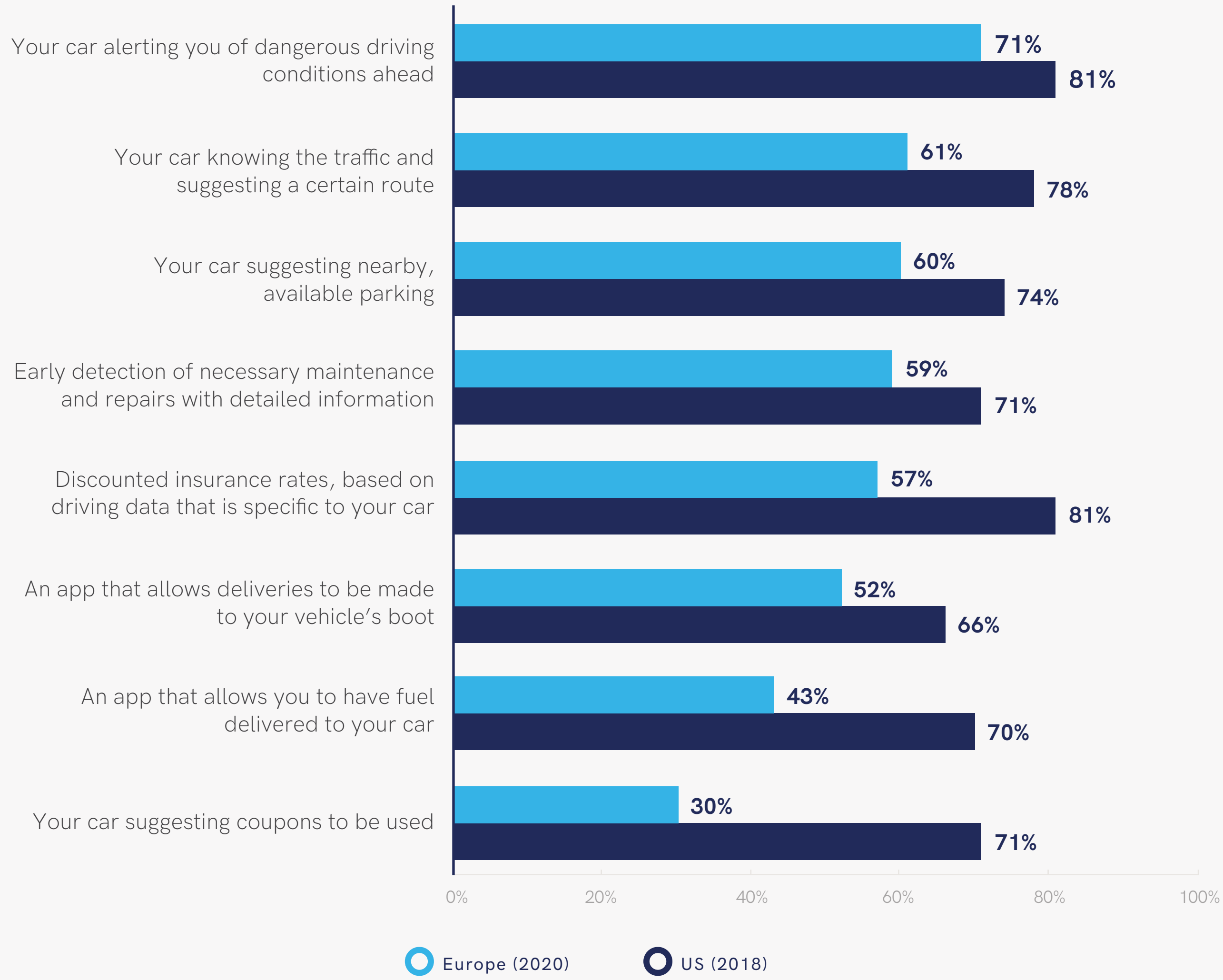
Up to 71% of Consumers are Willing to Trade Data for Services



Base: Drivers who said they were interested in the service

For the majority of services, UK and Italian consumers express more willingness to share their data, while German consumers are less willing. As a whole, European consumers express significantly lower willingness to share personal data compared to their US counterparts who responded to our 2018 survey. We believe that GDPR, and the 20+ months of publicity, has played a role. The California Consumer Privacy Act (CCPA), the first major privacy law in the US, only went into effect January 1, 2020. Furthermore, a number of high-profile data breaches have occurred since the US survey was fielded.

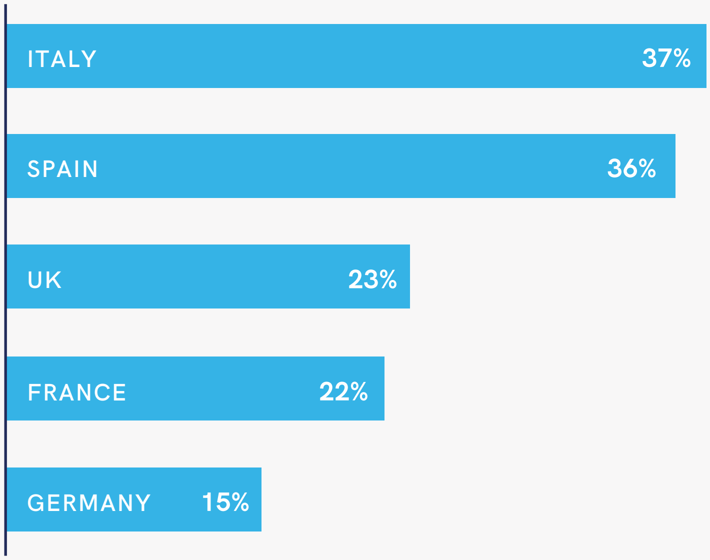
European Consumer Willingness to Share Data for Personal Services, Compared to US



Base: Drivers who said they were interested in the service

European consumers are cautious when it comes to sharing data specific to their cars beyond the context of a single service. Just over one-quarter say they are generally okay sharing some or all of their personal data. We believe that the differences seen across the countries we surveyed reflect cultural norms.

Just over one-quarter of European consumers are generally okay sharing some or all of their personal data.

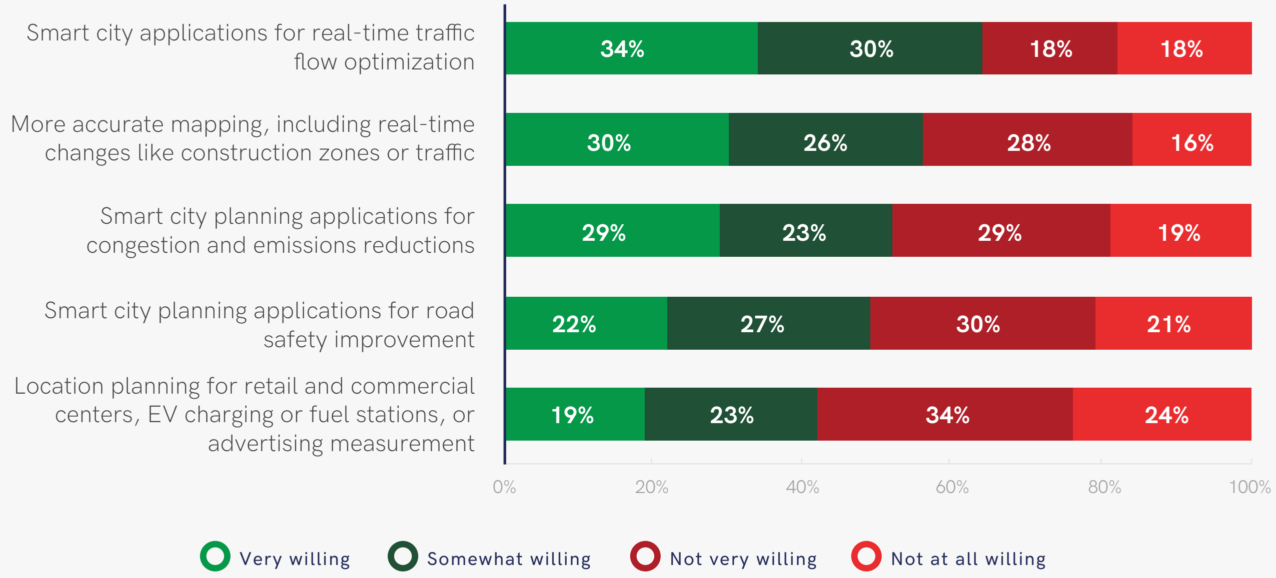


Sample size: 2,512

Sharing of Aggregate Car Data

We asked our entire survey population if they would be willing to share their data to support services that provide more general benefits to society (not specific to the survey participant). About two-thirds (64%) were willing to do so for smart city applications for real-time traffic flow optimization, but this dropped to about half for smart city planning applications and only 42% for commercial location planning. While we cannot make a direct comparison to US consumers because of the wording in the two surveys, generally US consumers were more willing to share their data. (One caveat: the US survey specifically said that the proposed data sharing was anonymous.)

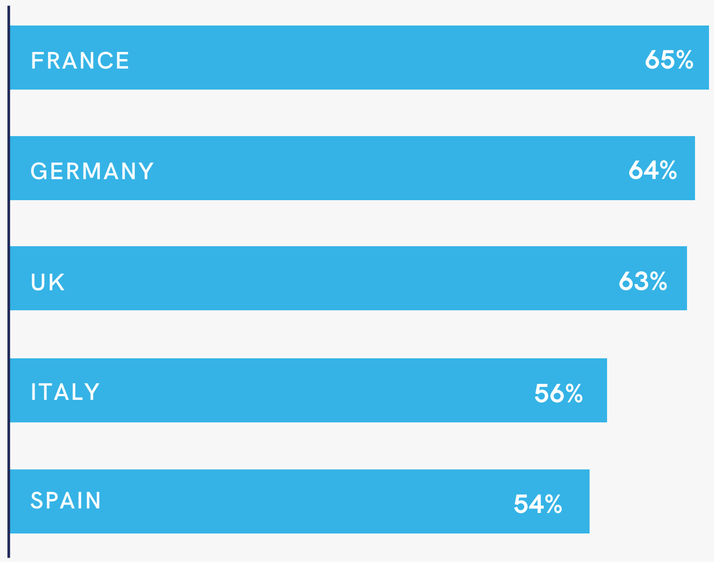
European Consumers' Willingness to Share Data for Specific Aggregate Use Cases



Sample size: 2,512

When asked about sharing anonymized car data, more than half of the respondents say that they are generally okay doing so. Willingness in France, Germany, and the UK is higher than willingness in Italy or Spain.

More than half of European consumers are generally okay sharing anonymized data.

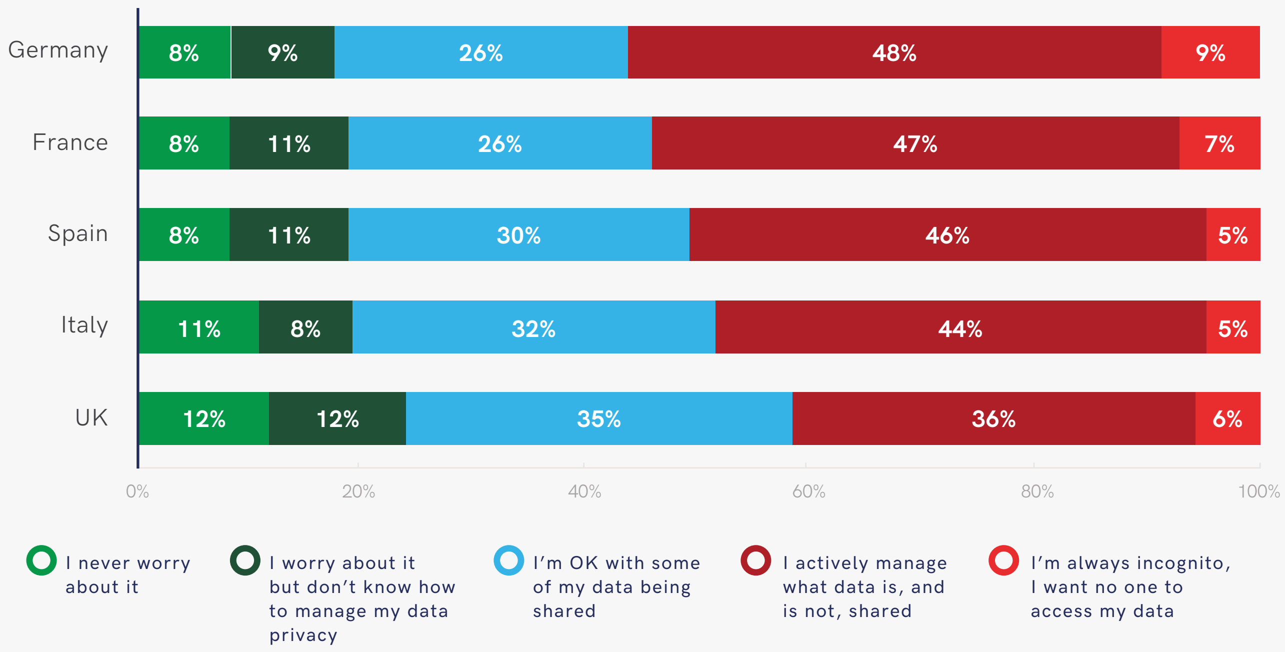


Sample size: 2,512

Sharing of Data in General

European consumers express broad concerns about their privacy. Across our survey population, over half of consumers say they actively manage what data is being shared (and not shared) and/ or go incognito. The only exception is the UK, where only 36% of consumers actively manage data and 6% use incognito mode.

Over Half of Consumers Say They Manage their Data Privacy (Except in the UK)

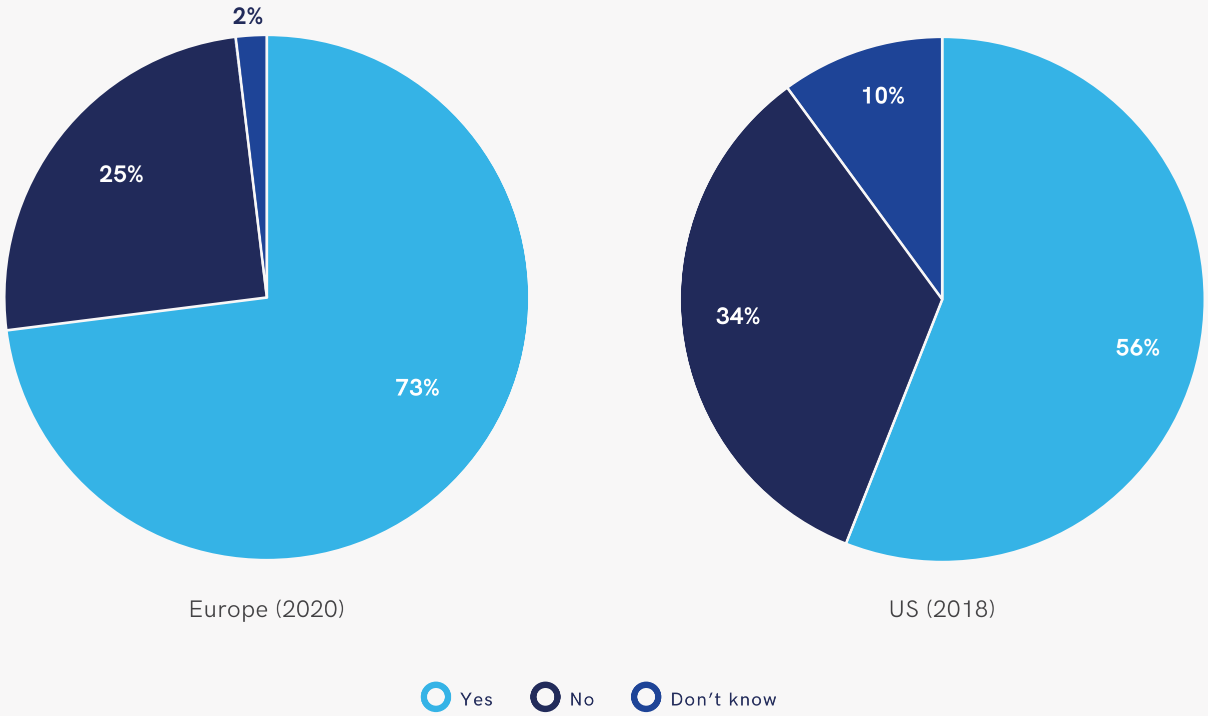


Sample size: UK 502, Germany 502, France 503, Italy 504, Spain 501

Despite these concerns, 73% of consumers allow smartphone apps to collect anonymous data through an app, such as location.

Percentage of Consumers Who Say They Allow Apps to Collect Anonymous Data

"Do you ever allow smartphone/ computer apps to collect anonymous data, such as your location?"



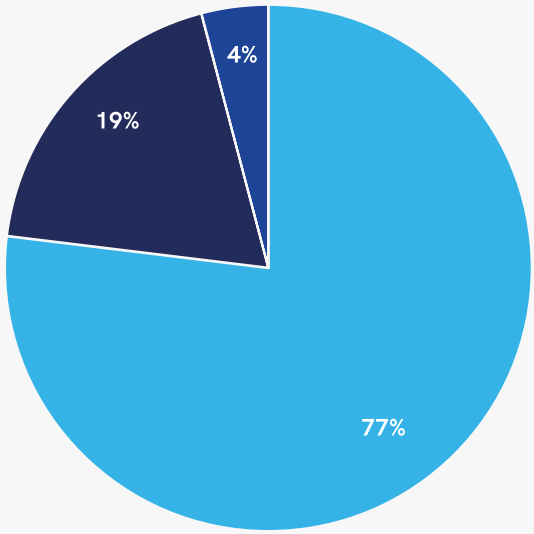
Europe sample size: 2,512 US sample size: 1,070

Interestingly, this percentage is actually higher than the percentage of US consumers who reported in 2018 that they allow apps to collect data. We believe our sample of European consumers is simply more privacy-aware, given their ongoing exposure to GDPR media coverage and contradictions we saw within the US survey population.

Across our European consumers, 77% of respondents have not used an online service or app because of concerns about how their personal information would be handled. This percentage was similar across countries and age groups and is somewhat higher than the 65% of respondents answering yes to the same question in our US survey. Since the US survey was almost two years ago before additional high-profile data breaches, it is possible that our findings reflect a global increase in data-privacy awareness.

Most Consumers Have Chosen Not to Use an Online Service/App because of Privacy Concerns

"Have you ever not used an online service/ app because you were worried about how your personal information would be handled?"



Yes No Don't know

Sample size: 2,512

Key Takeaways

- A significant number of European consumers have real privacy concerns that cannot be ignored. The connected car ecosystem needs to earn their trust in order to drive adoption of connected car data use cases. (We'll dig into how shortly.)
- When asking consumers to share car data, it's best to ask in the context of a particular service and to be clear whether you are asking about personal data specific to their cars or aggregated/ crowd data.
- The personal services that are likely to gain the most early adoption involve a single, specific use case with compelling benefits to that individual consumer.

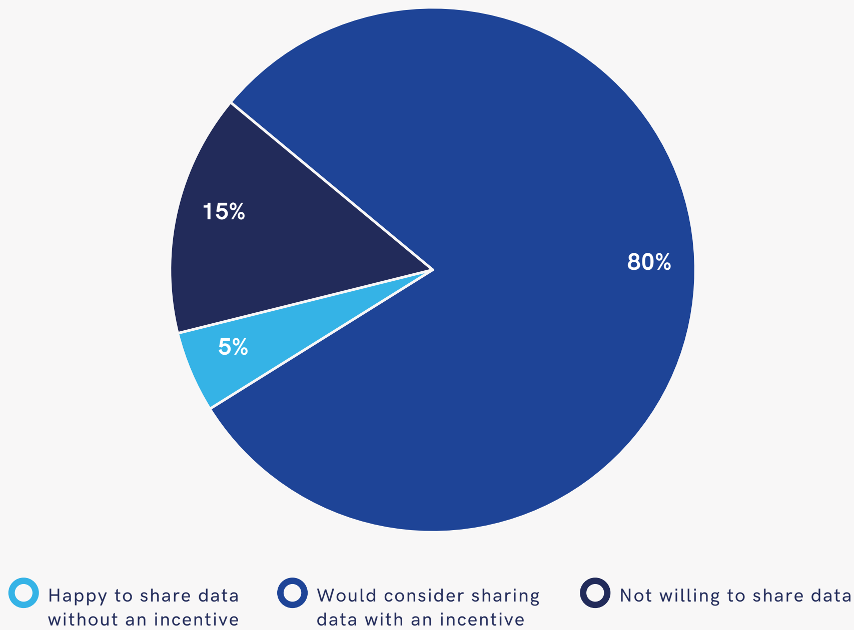
Section 5

The Role of Incentives in Car Data Sharing

Incentives Do Motivate European Consumers to Share Car Data

What do consumers tell us will encourage them to share data? As it turns out, 80% would only consider sharing data if there were an incentive. (We asked this question later in the survey, after they had provided answers about their willingness to share data for specific connected car services and crowdsourced insights.)

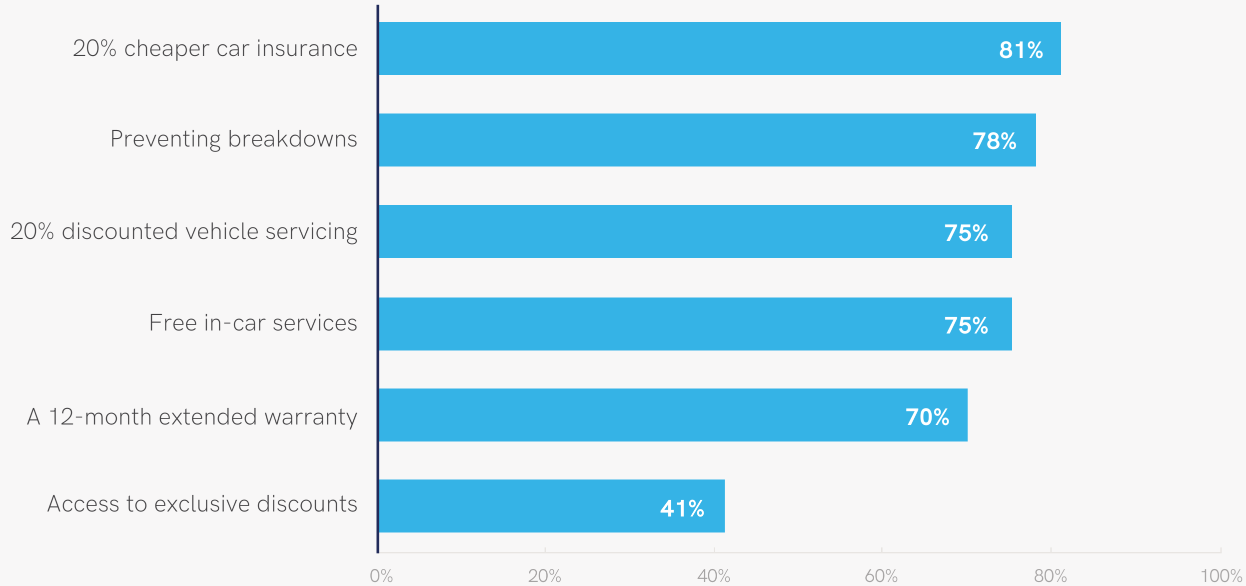
80% Would Consider Sharing Only if there Were an Incentive



Sample size: 2,512

When asked about specific, tangible incentives, cheaper car insurance came out on top. What's interesting is that more consumers (1,512) cite it as a potential incentive than say they were willing to share data for "discounted insurance rates, based on driving data that is specific to your car" (1,028). This finding underscores the importance of tying the value proposition to a tangible benefit (e.g., 20% savings) and avoiding negative connotations (e.g., "driver tracking").

Incentives that Encourage Consumers to Share Data



Base: Consumers who would consider sharing only with an incentive (2,007)

Key Takeaway

Incentives can motivate consumers to share car data, but it does matter how you position these services. As in the insurance example above, focus on clear, tangible benefits and give numbers whenever possible. For example, a tire manufacturer could say that low tire pressure can decrease the life of your tires by x% and increase the probability of a blowout by y%.

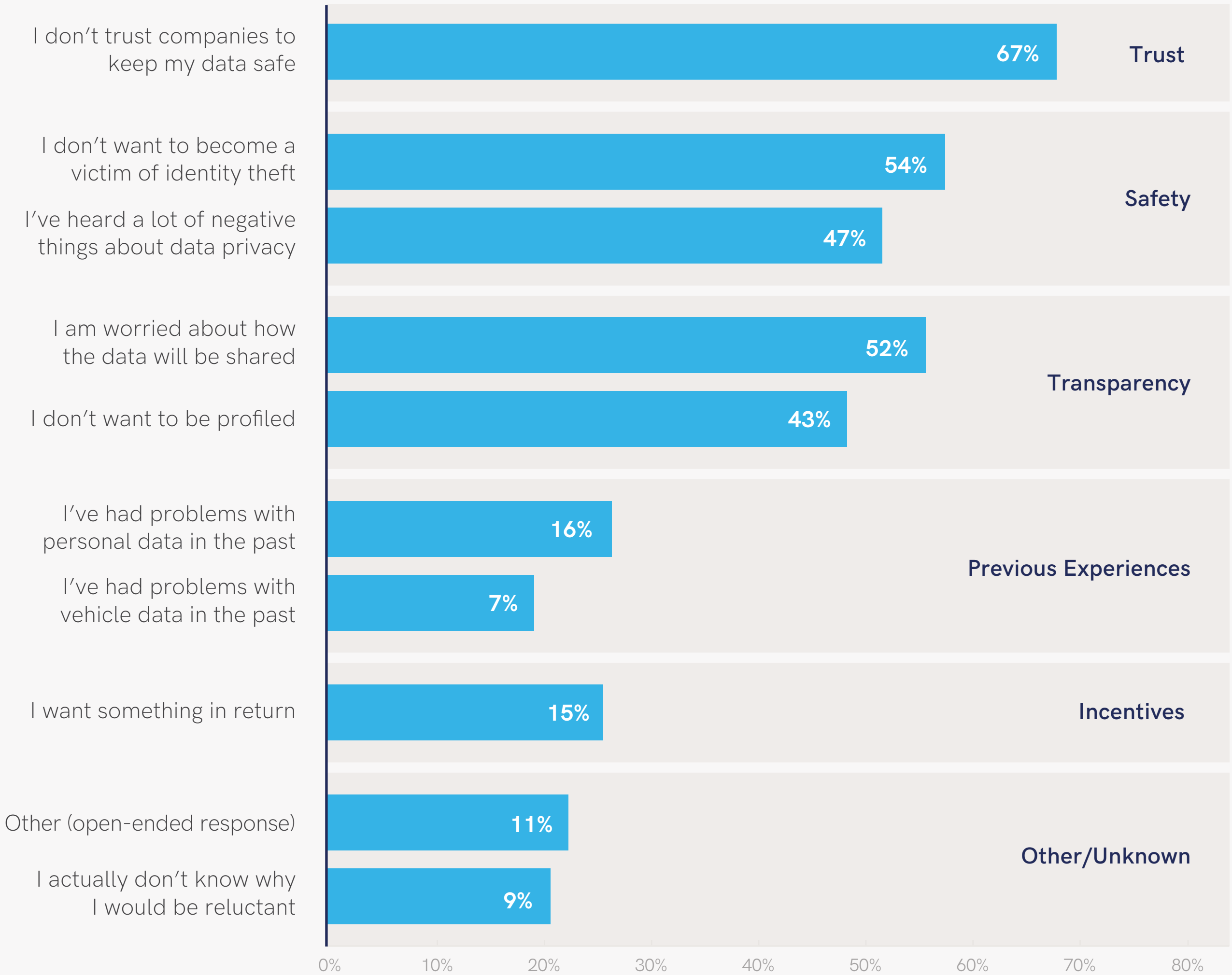
Section 6

Factors that Affect Consumer Trust

Trust, Personal Safety, and Transparency Matter Most

As we have seen, a number of consumers say they don't want to share any car data with manufacturers or service providers (ranging from 8% in Italy to 21% in Germany). We asked those drivers why. The top three reasons that these consumers cited revolved around **trust** in companies as data stewards, **their personal safety**, and **transparency**.

Top Reasons Why Drivers Don't Want to Share Vehicle Data



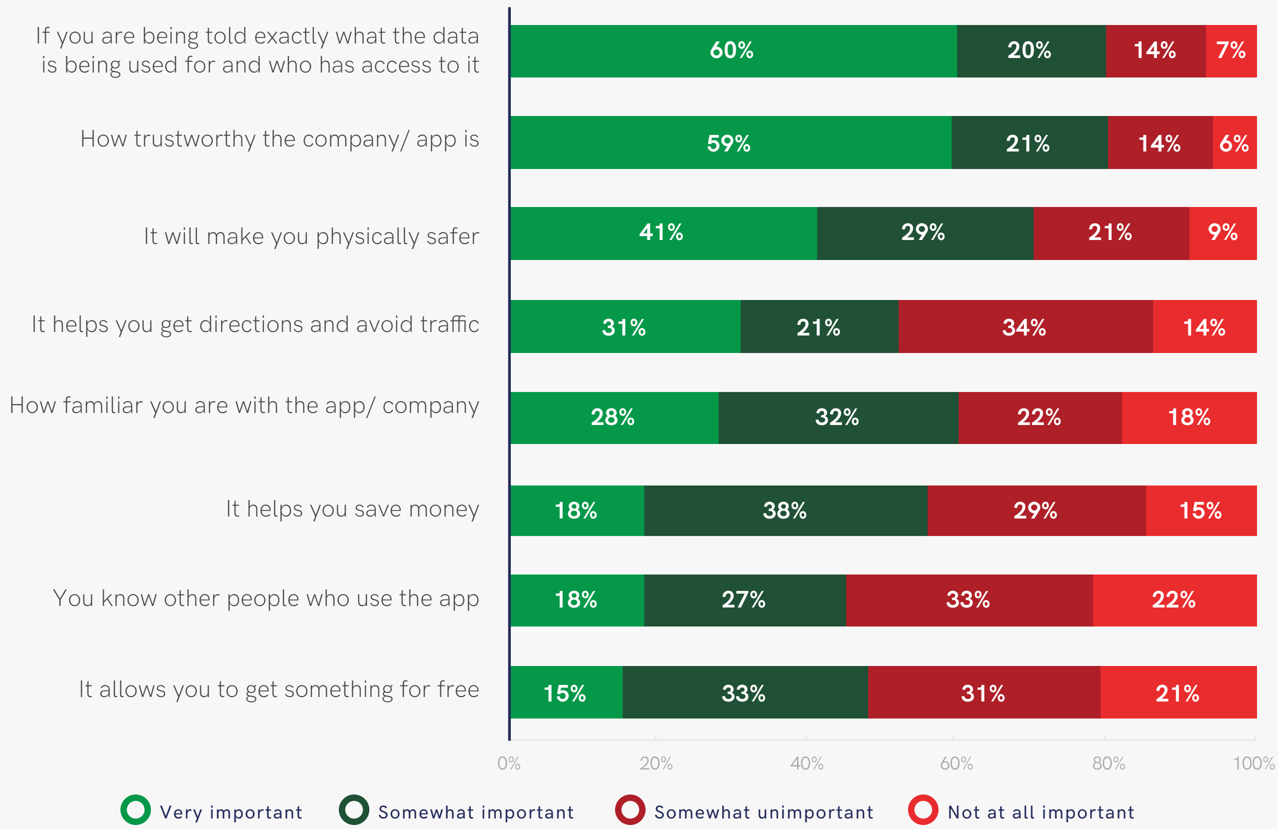
Percent of drivers citing (can choose more than one response) Base: Those who are reluctant to share any of their data (325)

We observed some notable differences across countries:

- UK consumers placed the least trust in companies, with 74% citing this as the reason for their reluctance to share data.
- Consumers in Spain are most concerned about transparency, with 67% citing concern about how the data will be shared.
- Consumers in the UK and France are more likely to say they want something in return, while Italian consumers are the least likely, with only 5% of them citing this as their reason.
- Fifty percent of German consumers say they don't want to be profiled.
- Twenty-nine percent of French consumers say they have had problems with personal data in the past.

Consumers provided similar reasons when we asked them which criteria are generally important to them when deciding whether to allow an app to collect data.

When Deciding to Share Data, Transparency and Trustworthiness of App/Company Matter Most



Sample size: 2,512

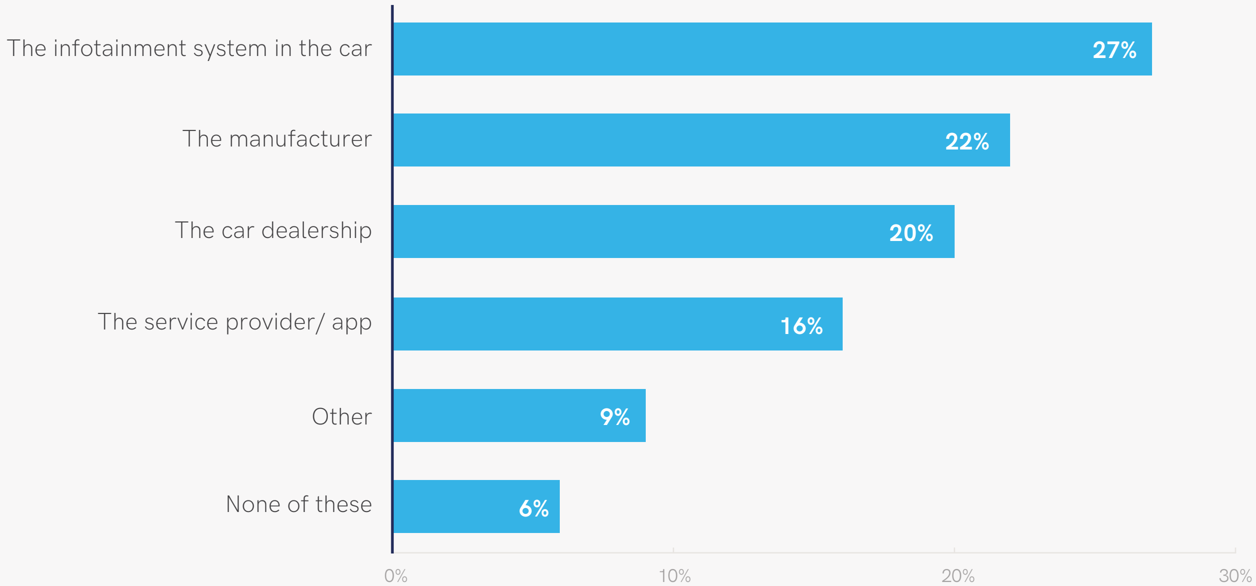
Transparency is the most important criteria, rated as "very important" by 60% of consumers and "somewhat important" by an additional 20%: They want to be told exactly what the data is being used for and who has access to it.

Trust is "very important" to 59% of consumers and "somewhat important" to an additional 21%. Physical safety came in third, cited by 41% of respondents as "very important" and 29% as "somewhat important."

These findings are similar to the responses to the same question in the 2018 US survey, in which 68% of respondents rated the trustworthiness of the app/ company as "very important" and 63% rated transparency (defined as described above) as "very important."

Having seen the importance of transparency in our US study, we asked our European respondents some additional questions. First, we asked them by which communication method they would prefer to receive data collection communications, if their car data was to be collected anonymously and shared with a service provider or app such as an insurance company or telecom company. (The question captured their top choice only.) About half of consumers say they prefer to receive data collection communications from their car's manufacturer (22%) and especially from the car itself (27%) via the infotainment system. While the dealer (20%) and service provider (15-20%) represent the preferred method for a minority of consumers, these channels are still an important way to reach sizeable car owner populations.

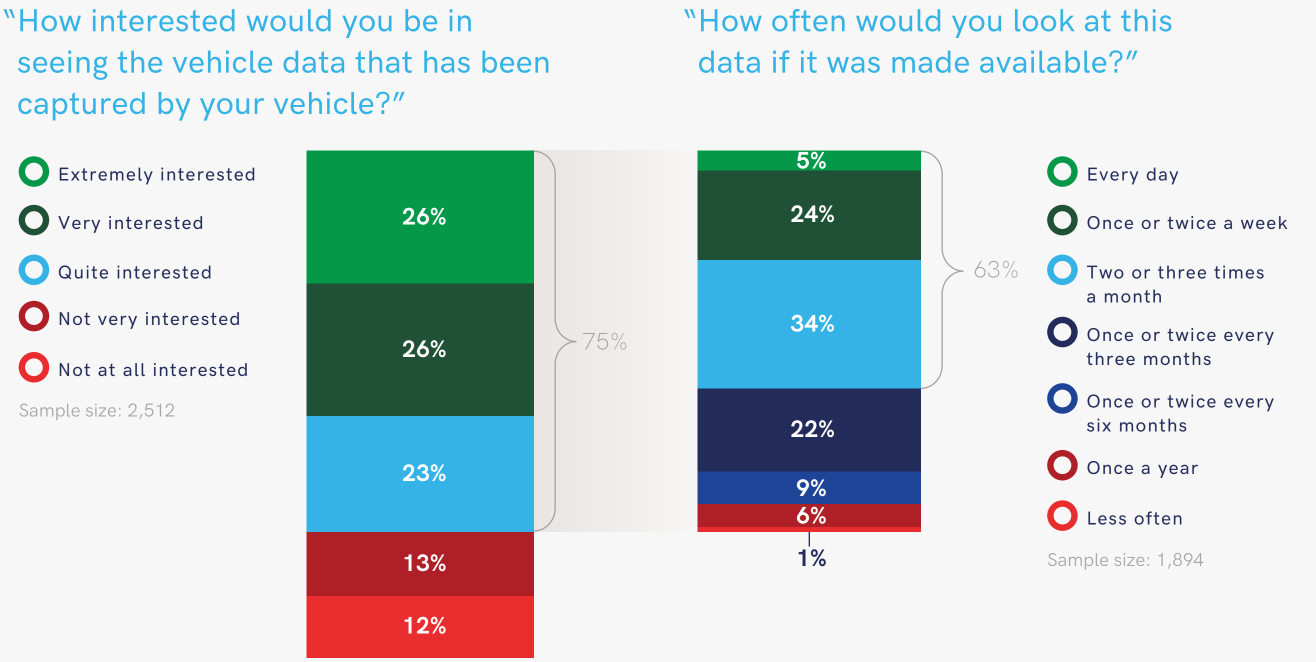
Preferred Method of Communication for Car Data Collection Alerts



Sample size: 2,512

Access to data is one of the fundamental rights promulgated in the GDPR. So, we asked our survey respondents if they would like to look at car data themselves. Seventy-five percent are interested in doing this. Of those who are interested, 63% want to do so frequently, at least two or three times a month; this equates to 47% of all car owners. Close to 30% of the "interested" group say they would access car data at least once a week!

Three-Quarters are Interested in Viewing Captured Vehicle Data



Key Takeaways

- OEMs need to take on the leadership role for communicating car data collection practices, even if there are multiple players involved in service delivery.
- Transparency matters—a lot. European car owners want to know how their data is being used and with whom it is shared. They want to be able to see their car data (a basic GDPR right), and they want it to be convenient. OEMs should invest in technologies to visualize car data through infotainment systems, the simplest, most ubiquitous interface.
- Dealers play a role in the communications process for a significant minority of consumers.
- Next to transparency, a company's reputation is the next most important factor in building trust. It's time to launch fun, brand integrated campaigns that both incent and educate consumers about new connected car capabilities, as well as data privacy.

Section 7

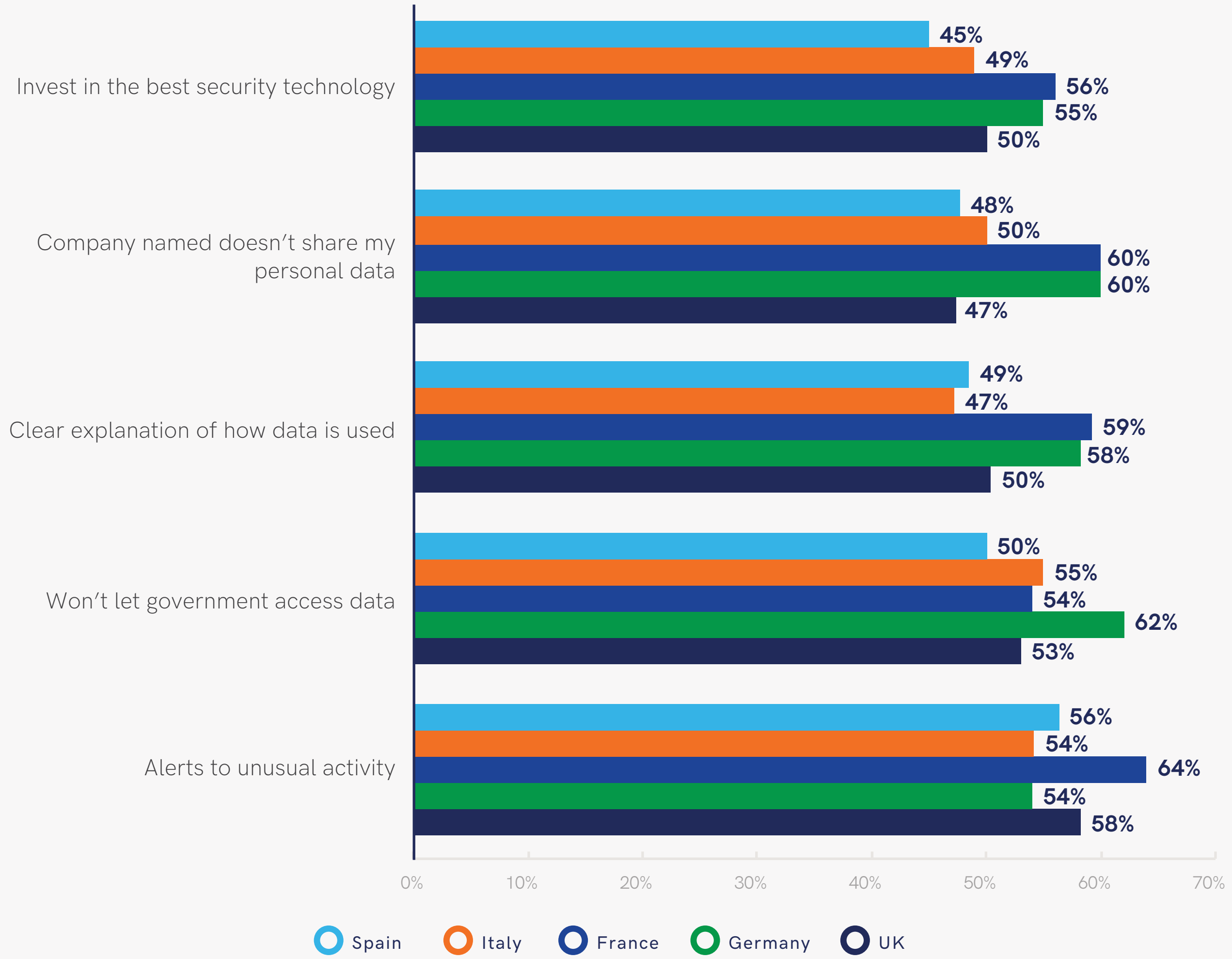
Factors that Build Trust as Data Stewards

How Companies Can Earn Consumer Trust

Today, most consumers don't think of their automotive manufacturers as technology providers. As connected cars become the predominant offerings on the roads, OEMs will need to build reputations as reliable data stewards in addition to defining responsible data practices. What steps can they take to prove their reliability?

We asked consumers about some specific actions that companies could take so that consumers would feel like they could trust those companies with their data. (Respondents could choose as many actions as they wanted from a predefined list.) The top five actions involved investing in good security technology and data practices and transparency. Only 17% of respondents said that no action would change their opinion of a company.

Top Five Actions Companies Can Take to Help Build Consumer Trust

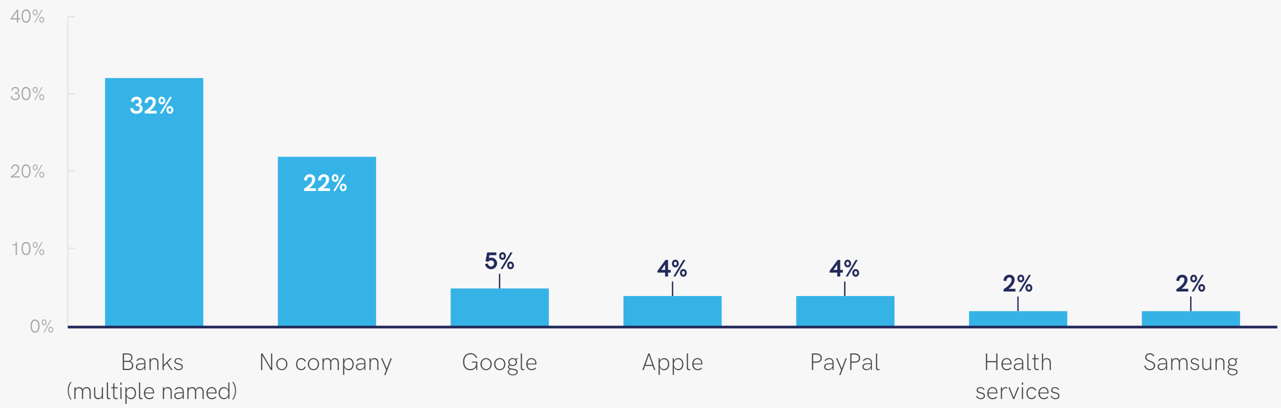


Sample size: UK 502, Germany 502, France 503, Italy 504, Spain 501

We asked an open-ended question about which company, service, or app our consumers trust most to keep their personal information safe. Their responses show that that banks are held in relatively high regard, with 32% of respondents naming a specific bank. However, the next most common response was "nobody" at 22%. The large technology brands follow, with Google at 5%, Apple at 4%, and PayPal at 4%. Health services (including doctors, hospitals, and the NHS in the UK) and Samsung were mentioned by 2% of respondents each. When asked this same question, US consumers mentioned banks (16%), no company (13%), Apple (9%), Google (8%), and Amazon (4%).

Brands Have a Hard Time Earning Trust from European Consumers

"Which company, service, or app do you trust most to keep your personal information safe?"



Sample size: 2,512

Key Takeaways

- OEMs must invest in best-in-class security and then promote. Any data breach would be a big setback to the connected car data ecosystem. Furthermore, OEMs must promote their data protection capabilities as a brand value.
- Think carefully about your data practices (yes, EU companies are doing this anyway…) and clearly communicate those data practices. As we have seen in this survey, awareness of OEM data practices among their customers is very low.
- Just as with consumers' decisions about whether to share data, their perceptions of a company's capabilities as a data steward depends a lot on their overall view of the brand. Responsible data practices should become a brand pillar, as it is with Google. Example: In the fall of 2019, Google ran a major ad campaign about its commitment to data privacy, with billboards and ads in major European airports and roadways.

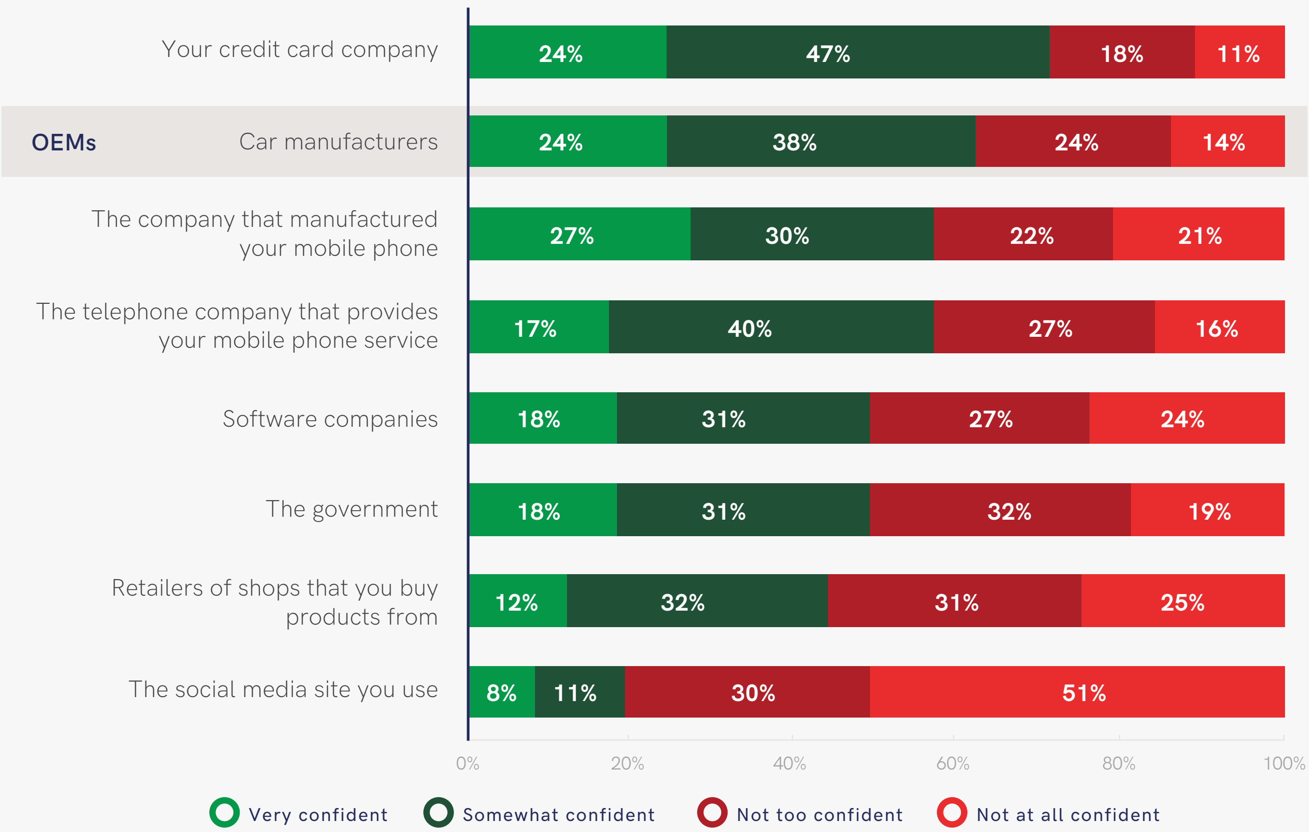
Section 8

Consumer Sentiment on OEMs

Consumers Place Trust in OEMs as Data Stewards

Fortunately, OEMs can build on their customer relationships from a position of relatively high trust. At 62%, consumers' confidence that OEMs will properly secure their data is second only to credit card companies, with which consumers have significant experience and which have capabilities to detect fraud almost instantly.

Trust in OEMs Compares Favorably to Credit Card Companies



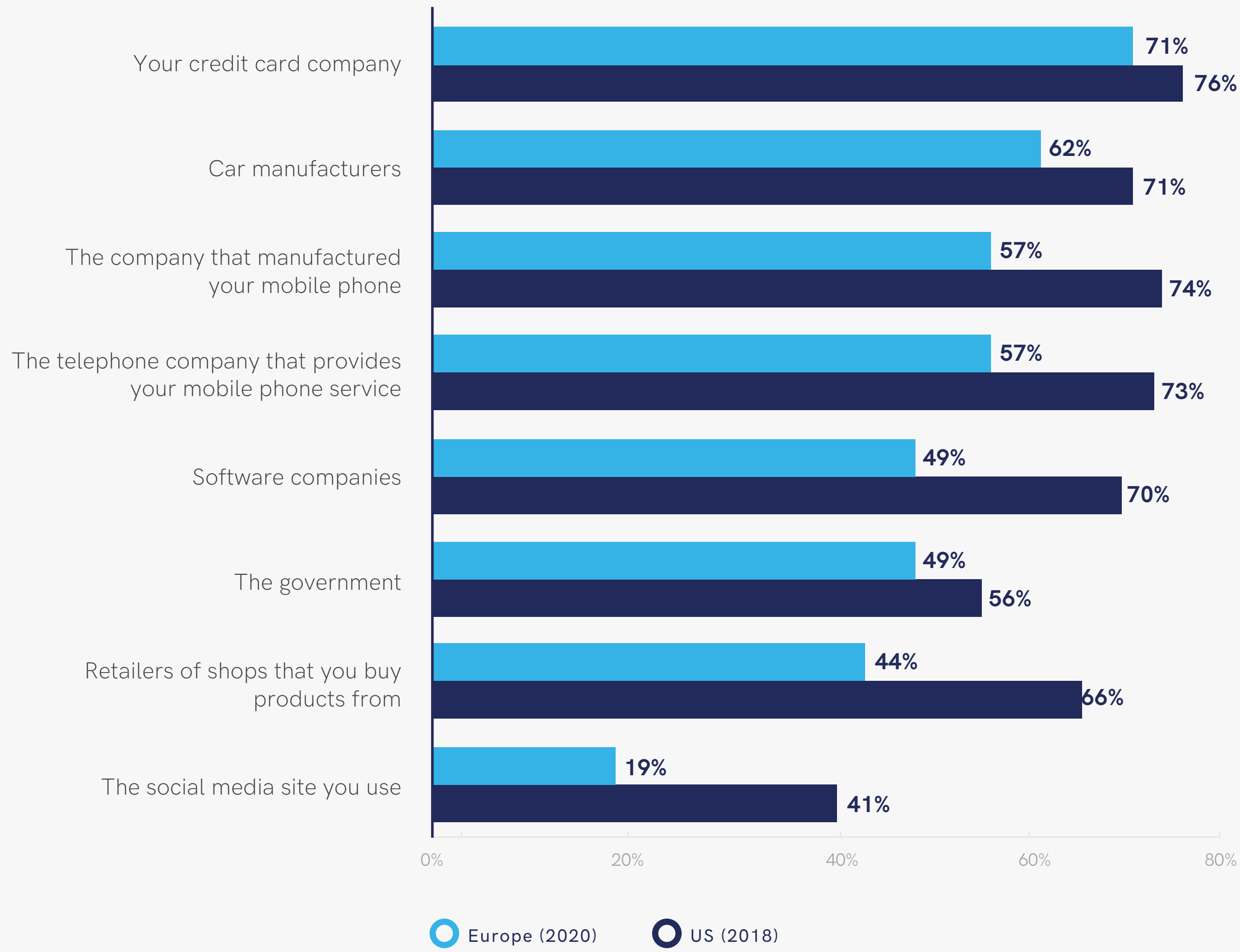
Sample size: 2,512

We did not see statistically significant differences in the levels of trust across countries surveyed or age. Women are slightly more confident than men in their trust of OEMs (65% versus 59%).

When comparing European consumers' responses in this survey to US consumers' responses to the same question in 2018, we found significantly lower confidence. This could reflect a combination of several factors: Cultural differences; The impact of GDPR; A general erosion of trust over time (The huge drop in confidence about social media sites supports the role of this particular factor.)

Trust Is Lower in Europe than in the US

"How confident are you that companies and organizations will properly secure your data?"



Europe sample size: 2,512 US sample size: 1,070
Base: Drivers who said they were interested in the service

Key Takeaway

OEMs need to continue investing in security and data protection practices to continuously earn the trust of a wary customer population.

Section 9

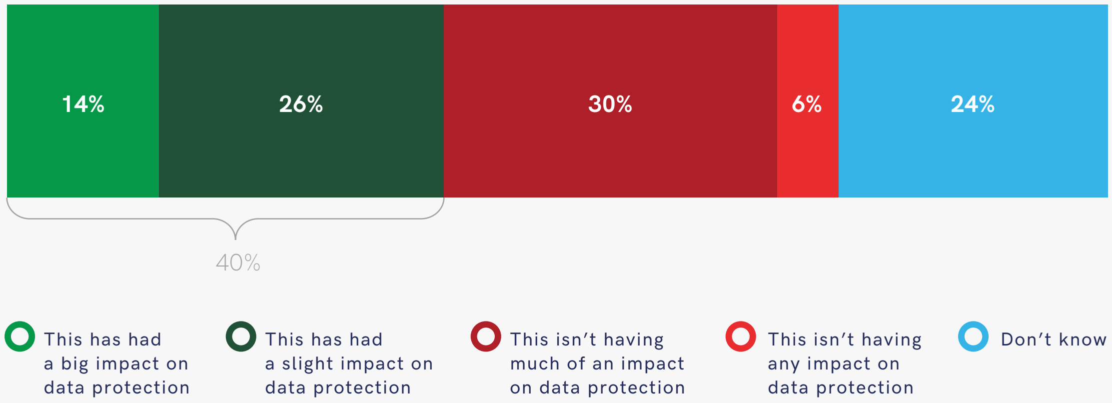
The Role of GDPR and Its Impact

GDPR's Complexity Creates Knowledge Gaps among Consumers

GDPR is a landmark regulation that is top of mind for OEMs and service providers alike, so we wanted to see how consumers perceive its impact. Not surprisingly, 83% of consumers are aware of GDPR. However, less than half of those respondents who say they are aware of GDPR say they understand how it applies to them.

When asked the extent to which GDPR is protecting their personal data, the consumers who say they understand GDPR expressed mixed feelings, with only 14% saying that GDPR has had a big impact and 36% saying it has had little to no impact. GDPR is a complex regulation, and we did not find it surprising that consumers are confused about what it means to them.

40% of European Consumers Aware of GDPR Believe it is Having an Impact on Data Protection

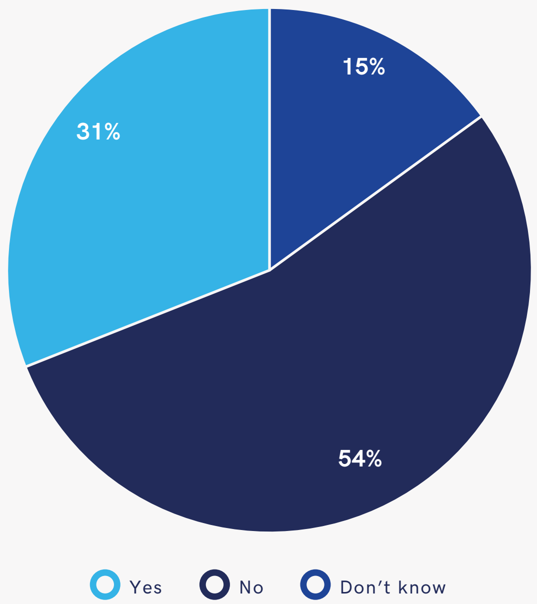


Base: Those aware of GDPR and who understand how it applies to them Sample size: 1,240

Interestingly, more than half of respondents (54%) who are aware of GDPR say that they have not seen a difference in how car manufacturers communicate with them since it went into effect nearly two years ago. Fifteen percent are not sure. We were quite surprised by these results.

Consumers See Little Change in How Car Manufacturers Communicate Data Collection Practices Since GDPR

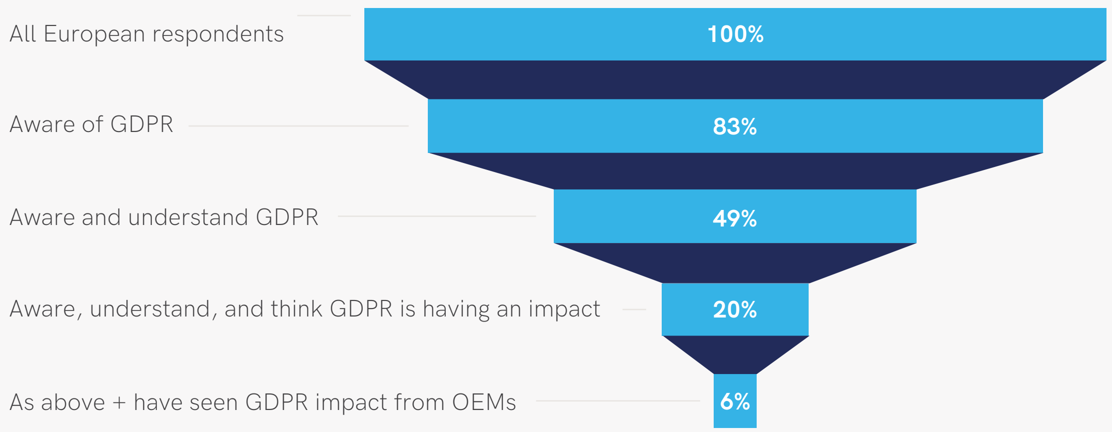
"Since GDPR went into effect, have you seen a difference in how car manufacturers communicate with you about their data collection practices?"



Base: Consumers who are aware of GDPR (2,087)

We have visualized all of these data points together to illustrate the key takeaway for OEMs: **only about one in 20 consumers perceives that OEM communications have changed as a result of GDPR.** On a percentage basis, the greatest dropoffs occur in **understanding GDPR** and **perceiving its impact**.

Only One in 20 Consumers Perceives a Change to OEM Communications as a Result of GDPR



Sample size: 2,512

Key Takeaways

- There are a large number of European consumers who do not understand GDPR, in spite of the two-plus years of publicity it has garnered across the EU.
- For those consumers who do understand GDPR, OEMs' compliance activities are not having a significant impact. OEMs should consider integrated investments that combine marketing with in-car capabilities, such as data sharing indicators in the infotainment system. In addition, government organizations and industry consortia, such as the European Automobile Manufacturers Association (ACEA), could play a role in delivering public service announcements.

Parting Thoughts

In the past few years, Otonomo and SBD Automotive have seen some truly innovative ideas come to life based on connected car data. There are already a number of services in the market that offer real-time savings, monetary benefits, and benefits to society as a whole. While European early-adopter consumers are developing an interest in connected car services, we can't assume that everyone will be willing to share car data. OEMs and service providers need to become more transparent about their data practices and take proactive steps to earning consumer trust.

Automotive OEMs should:

- Develop sound data practices and communicate those practices in a transparent manner. For more concrete ideas on data collection practices and education strategies, read the Otonomo Privacy Playbook for Connected Car Data.
- Invest in state-of-the-art security technologies for managing car data.
- Partner with service providers and car data services platforms like Otonomo to increase consumer awareness of new connected car services, communicate the tangible benefits of these services, and provide meaningful incentives to consumers to encourage data sharing.

Please reach out to Otonomo and SBD Automotive if you'd like to discuss how we can help.

About Otonomo

The Otonomo Automotive Data Services Platform fuels an ecosystem of OEMs, fleets, and more than 100 service providers. Our neutral platform securely ingests more than 2 billion data points per day from over 20 million global connected vehicles, then reshapes and enriches it, to accelerate time to market for new services that delight drivers. Privacy by design is at the core of our platform, which enables GDPR, CCPA, and other privacy-regulation-compliant solutions using both personal and aggregate data. Use cases include emergency services, mapping, EV management, subscription-based fueling, parking, predictive maintenance, usage-based insurance, media measurement, in-vehicle services, and dozens of smart city services. With an R&D center in Israel, and a presence in the United States, Europe, and Japan, Otonomo collaborated with twelve industries to transform their business with car data. More information is available at otonomo.io.

About SBD Automotive

SBD Automotive is a global technical research and engineering consultancy located in the centers of automotive innovation: Germany, the UK, Japan, the US, and China. For more than 20 years, our independent research, insight, and consultancy have helped vehicle manufacturers and their partners create smarter, more secure, better connected, and increasingly autonomous cars. To learn more, please visit sbdautomotive.com.