

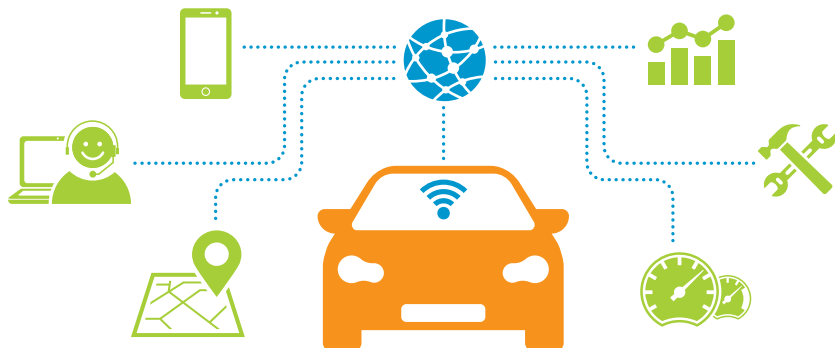
CONNECTED CARS AND DATA SHARING

What consumers need to know about vehicle telematics



AUSTRALIAN AUTOMOTIVE
AFTERMARKET ASSOCIATION

What is a Connected Car?



Often referred to as telematics, connected cars have systems that connect to the phone network: **wirelessly sending and receiving the car's data** including vehicle diagnostic information, vehicle location, driving behaviours, and distance travelled, to a **third party**.

What data can be captured?



- Texts, emails and telephone numbers called
- Identity of the driver
- Vehicle location
- Vehicle diagnostics

Alarmingly, consumers don't know that their car is connected



78%

of motorists are unaware of the transmissions that the vast majority of new vehicles can make.

Key concerns



Lack of knowledge and lack of control; drivers don't know what data is being captured or how that data is being used and **there's no regulated framework to protect consumers rights**.

77%

favour having the ability to **choose who has access to their vehicle data**.

81%

believe it's extremely/very important to be able to **choose who you share information with**.

I do not want my information including my location to be sent to the manufacturer. This is a complete invasion of privacy.

I guess I'm concerned because it's not something the manufacturer tells us when we purchase a vehicle. I have no idea what they are doing with that information.

Consumers are worried about Connected Car data sharing

3 greatest concerns about data sharing



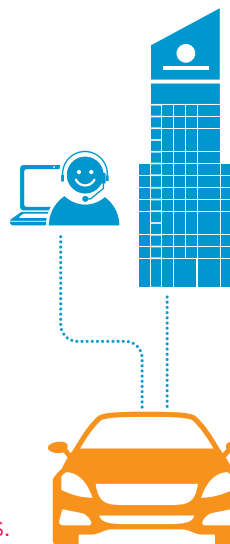
- Theft of personal data
- Data sold to companies for commercial use
- Identity theft

71%

of motorists are either extremely or very concerned by the **risks associated with data sharing**.

47%

Nearly half of motorists are (slightly or extremely) concerned about their car being able to **transmit information to the manufacturer for privacy reasons**.



Only 29% believe the vehicle **manufacturer should have access to the data**.

Data sharing can be helpful - consumers would share data on some conditions



Despite only 45% of those surveyed believing that the vehicle owner/driver owns the vehicle data, an overwhelming majority 74%, believe that they should have access to it.

Choice



87%

of motorists are in favour of having the ability to choose who has access to their vehicle data.

Problem Solving



55%

of motorists are open to sharing vehicle data to diagnose mechanical problems.

Remote Access



43%

Are open to having their mechanic access the vehicle diagnostic data remotely.

Independent mechanics



77%

of motorists trust their local mechanic.

Government regulations



79%

Feel it is very important that there is a regulated legal framework protecting motorist rights to their vehicle and driver data.

Australia vs The World

How do we compare to other countries in relation to connected vehicles and data sharing, specifically awareness of 'telematics'?



USA

77%

Have not heard of telematics



Europe

66%

Have not heard of telematics



Australia

56%

Have not heard of telematics



Conclusion

Telematics were first introduced in 2015. We estimate there are already over 1.2 million connected cars in Australia. The Australian Automotive Aftermarket Association commissioned research which revealed that consumers are fearful of the risks associated with data sharing from their vehicle. Consumers want some control over how their data is used and are looking to government to protect their rights.

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