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Today, connected car data opens doors to new markets. Tomorrow it will do much more.

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Several Europe's leading trade associations, including manufacturers (ACEA) and wireless operators (GSMA), have announced that they intend to launch a large-scale, pre-deployment project to test connected and automated driving at the European level.

While the objective to strengthen Europe's leadership in connected and automated driving is laudable, there is a significant lack of openness when it comes to car manufacturers actually making car data available for new services.

However, car manufacturers themselves do not necessarily produce all data coming out of the car today. Much of it stems from a thriving aftermarket of applications, which can deliver a range of driver and business orientated mobility services based on device specific data. Yet, many of these devices extract data without any safety or security requirements or liability.

The recently published Connected Mobility Global Forecast highlights 14 markets where connectivity is changing mobility service delivery.

Among these services is car rental, which faces serious threats from the rapid rise of car sharing, dwindling margins, rising insurance costs and the growing menace of well-funded mobility players such as Uber or Waze.

Car rental companies currently manage more than 6 million cars worldwide and their survival rests on their ability to effectively manage these assets. Telematics allows them to monitor each vehicle and charge each customer a user-based fee according to the distance driven, location, behaviour and time. The vehicle and driving data can help justify additional customer charges such as insurance, refuelling or extra mileage. Telematics can also reduce costs from the rental process with tracking and keyless technologies enabling automated car sharing solutions and improving the use of each vehicle by having more short trips, a free-floating fleet and larger coverage in cities.

The sector is moving fast, Avis acquired Zipcar, then the world's largest car sharing solution, in 2013. Europcar recently acquired Ubeeqo, another car sharing solution provider, and Hertz launched its own on demand car-sharing scheme, Hertz 24/7. The world's third largest car sharing scheme, DriveNow, is a joint venture between BMW and Sixt.

Connected rental passenger cars market total revenue generated by MSP ($ in million)

Source : PTOLEMUS

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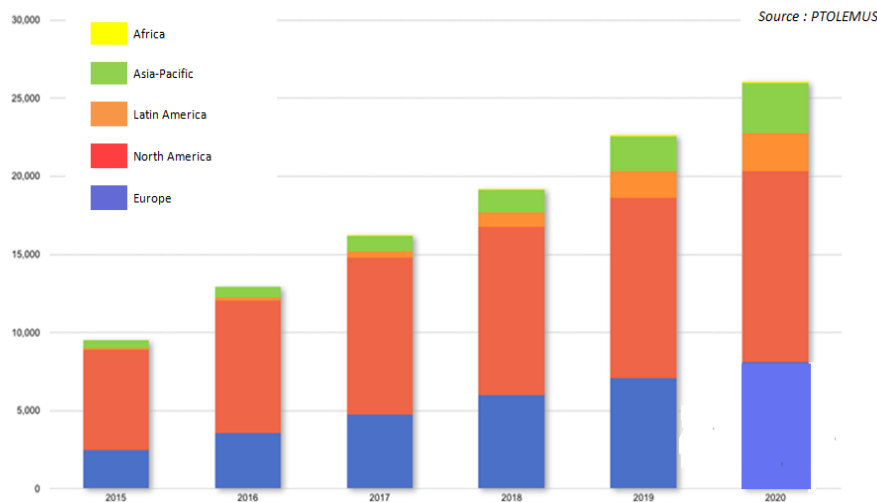
Car manufacturers are increasingly active in almost all of the mobility markets. Monetizing car data has become one of their priorities, achieved either by acquiring mobility companies and/or by controlling the data platform to pull development on them instead of pushing the data out to the service providers.

Liability concerning Autonomous and Advanced Driver Assistance functions will become increasingly important as more accidents happen. In particular, the data log of the activity of an autonomous function, the precise timing of the handover and the subsequent behaviour of the car and driver should be available:

- In the first instance to the driver itself who is the most concerned about this data
- Then to and through an independent body that can triage the information appropriately in the case of an accident
The few months of partially autonomous cars on the road have sufficed to demonstrate the need for a standardised way to share information on who or what was driving.

Nevertheless, there is still no regulation in place on the ownership and sharing of the connected car data besides eCall. And the first death in a Tesla car in the United States in May teaches us that such regulation is urgently needed. For many, it cannot arrive quickly enough.

Overview of the 2016 second semester

Date	Organised by	Area	Title
14.09	European Commission	EU policies & Telecom	State of the Union address by President Juncker Presentation of a proposed revised telecom framework
16.09	**European Council**	**Brexit**	**European Council meeting about the EU's future**
16.09—22.09	European Commission	Transports	European mobility week
21.09	European Commission	Copyright	Presentation of a proposed revised copyright framework
28.09—29.09	European Commission	Digital single market	Digital Assembly 2016
20.10—21.10	**European Council**	**EU policies**	**European Council meeting**
25.10	European Commission	EU policies & Space	Commission work programme 2017 Presentation of the Space Strategy for Europe
09.11	European Commission	Taxation	Presentation of the corporate taxation package
15.11	European Commission	Spectrum	Broadband day 2016 : gigabit connectivity
21.11—22.11	Council of the EU	Culture	Education, Youth, Culture and Sport Council meeting
22.11	European Commission	Single market	Presentation of the services package
02.12	Council of the EU	Telecom	Transport, Telecommunications and Energy Council meeting
14.12	BEREC	Telecom	Public debriefing from the 29th BEREC plenary meeting
15.12—16.12	**European Council**	**EU policies**	**European Council meeting**