

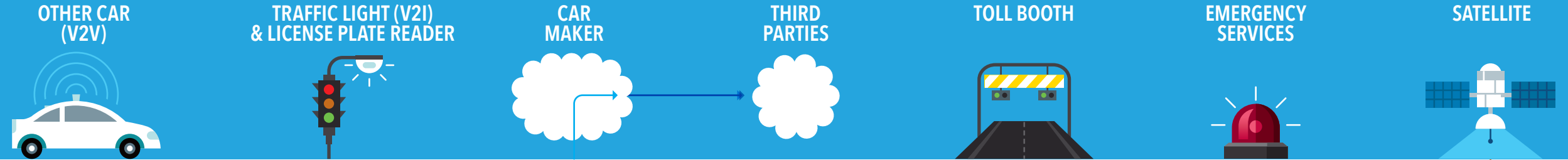
DATA and the CONNECTED CAR

Version 1.0

Today's connected technologies are making transportation safer and more convenient. Many new features are enabled by the collection and processing of data. Cars are becoming part of a trusted mobile ecosystem that ensures data flows between a network of carmakers, vendors and others to support individuals' safety, logistics, infotainment, and security needs. This visual represents devices that may be employed in today's connected cars; no single vehicle will have all of these features, but most new vehicles have some. Much connected car data is protected by technical controls, laws, self-regulatory commitments, privacy policies, and other emerging mechanisms or controls.

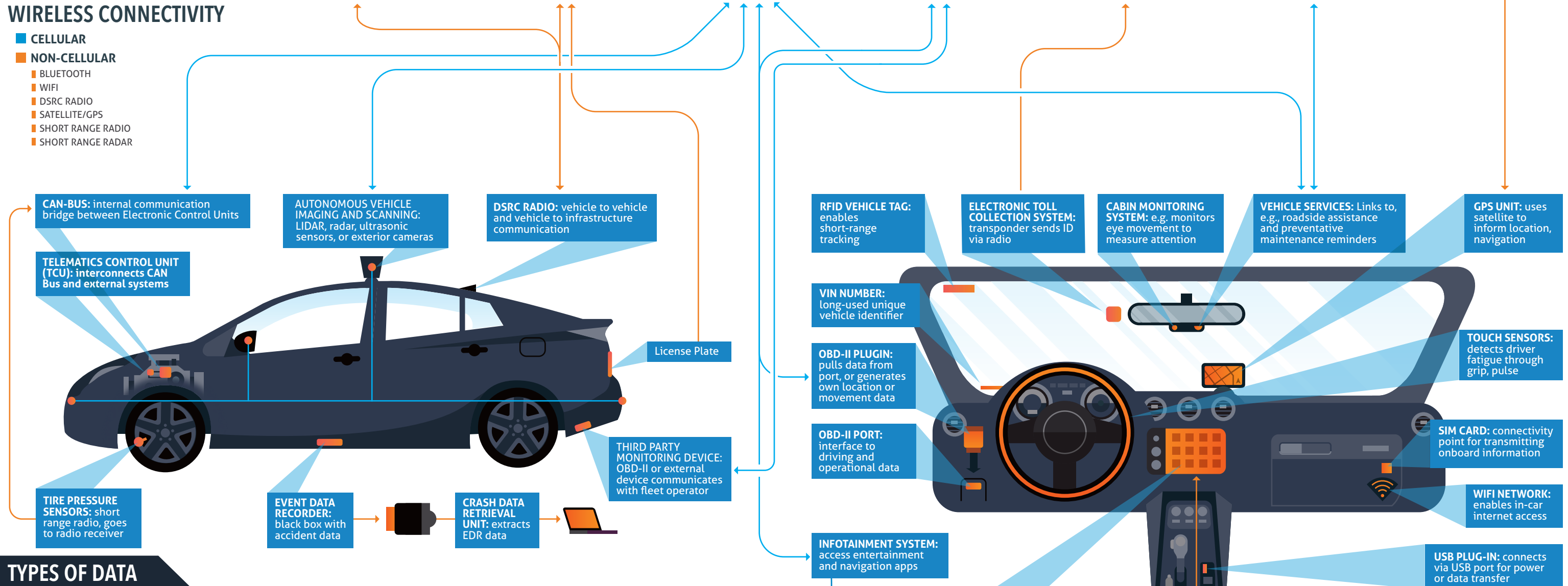
DATA RECEIVERS

A growing number of entities receive and transmit data through the connected vehicle ecosystem







WIRELESS CONNECTIVITY

- CELLULAR**
- NON-CELLULAR**
 - BLUETOOTH
 - WIFI
 - DSRC RADIO
 - SATELLITE/GPS
 - SHORT RANGE RADIO
 - SHORT RANGE RADAR



TYPES OF DATA

<p>VEHICLE HEALTH Data generated by a vehicle's systems on performance and maintenance needs</p> 	<p>BEHAVIOR & BIOMETRICS Data about driver and occupants, including driving habits and health information</p> 	<p>LOCATION Data describing the geographic location of a vehicle, used for mapping and other services</p> 	<p>INFOTAINMENT Data generated by vehicle owner or user, through infotainment system or synced smartphone</p> 
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<p>PHONE-PROJECTING SOFTWARE: mirrors apps from smartphone</p>	<p>SMART PHONE: connects to car via Bluetooth, Wi-Fi or USB</p>	<p>KEY FOB: supports keyless entry</p>
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