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Automotive App Guide – 531

In order to offer consumers, the functionality they have become accustomed to in the consumer electronics world, automotive OEMs and other developers are offering apps for the car. The Automotive App Guide helps you make sense of the app market for automotive OEMs and app developers.



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EV Apps & Digital Consumer Experience Guide

EVs have entered the mainstream and are now becoming more accessible as automakers target new consumer demographics with new models launched across a range of segments and price points. A common feature shared by these models, regardless of their category or pricing, is an ecosystem of EV-specific apps and services.

Here, EVs rely on a multi-channel communications approach that unites smartphone apps, owner portals and in-vehicle systems to inform the owner on battery status, charger availability, digital payments, and EV value-added services. With this approach playing a key role in the EV experience, it is critical for OEMs to balance a rich ecosystem of EV-focused digital apps and services with a holistic consumer journey that informs, supports, and maximizes the end consumer experience.

The EV Apps & Digital Consumer Experience Guide provides a detailed breakdown of how automakers are offering EV apps and a digital consumer experience through five key steps. While offering insight into how digital tools and services can be leveraged to drive EV adoption, the report also identifies the best practices for digitizing key components of the EV user journey and understands how the remote and in-cabin vehicle experiences work together to deliver information and support new EV-related digital experiences.

COVERAGE



FREQUENCY



PUBLICATION FORMAT



PAGES



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Key questions answered

- > What EV apps are in the market from each OEM, and what level of features are enabled?
- > How can the EV digital experience be customized, personalized, and further digitized overall?
- > What is the payment strategy of each OEM with charging networks, apps, and services?
- > What is the CX contrast between OEMs with owned vs multiple third-party charging networks?

This research supports



Product Planners



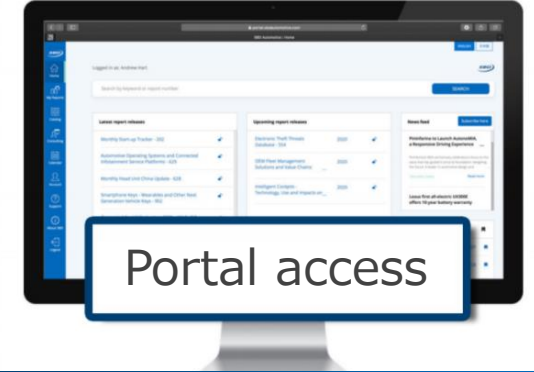
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info@sbdautomotive.com



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USA

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Garren Carr
North America
garrencarr@sbdautomotive.com
+1 734 619 7969

Luigi Bisbiglia
UK, South & West Europe
luigibisbiglia@sbdautomotive.com
+44 1908 305102

SBD China Sales Team
China
salesChina@sbdautomotive.com
+86 18516653761

Andrea Sroczynski
Germany, North & East Europe
andreasroczynski@sbdautomotive.com
+49 211 9753153-1

SBD Japan Sales Team
Japan, South Korea & Australia
postbox@sbdautomotive.com
+81 52 253 6201