

Desire for In-Vehicle Connectivity Compels Millennials to Choose Smartphones While Driving

More than fifty percent of Americans view mobile technology ahead of automotive technology, Lochbridge study finds

DETROIT, August 26, 2014 – [Lochbridge](#), a leader in enterprise and emerging technology services, recently completed a study entitled *Automotive Connectivity and the Generational Divide* which found that 53 percent of consumers view mobile technology as being more advanced than in-vehicle technology.

According to the survey, consumers are more likely to use their smartphones to access apps and information while driving their vehicles – most commonly for navigation (54 percent) and music (44 percent). However, the millennial generation is asking for more than access to apps and mobile entertainment in the vehicle. Eighty percent of the respondents under the age of 35 indicated that they wished their vehicles better understood their preferences, could predict what they needed and guide them appropriately.

“Millennials are always-on and always-connected. If gaps exist between automotive and mobile technologies, they turn to their smartphones for in-vehicle information and application needs,” said Bob Kennedy, Vice President, Automotive at Lochbridge. “More than three-in-four young adults – ages 18-to-35 – say they want in-vehicle innovation that goes beyond access to applications. They want cars that know them personally.”

When considering in-vehicle applications that improve the consumers’ experience, such as navigation, entertainment and connectivity capabilities, nearly 75 percent of young adults surveyed stated they would pay more for a vehicle that makes them safer as drivers. This desire for in-vehicle innovation is not merely confined to the Millennials; across all generations of consumers surveyed, 67 percent indicated they were willing to pay more for in-vehicle technology that enhances their safety.

An “adoption cliff” for automotive connectivity exists, however. The study found that the receptivity towards in-vehicle technology sharply falls as age advances. While 61 percent of those under the age of 45 indicated that they want to safely and easily access applications and information while in a vehicle, only 25 percent of those over the age of 45 indicated the same preference.

A study overview, replete with survey statistics and infographics can be found [here](#). At the recent Telematics Detroit 2014 event, Lochbridge invited technology thought leaders from Spotify, Oracle and Progressive to a panel in which the insights from the study were discussed. Video clips from the panel can be found [here](#).

About the Study

The survey was written by Lochbridge and conducted using Google Consumer Surveys, June 2014. The Methodology is explained here. The survey was administered to the U.S. internet population and respondents were at minimum 18 years of age (n = 1,490). Lochbridge is helping to pave the way for automotive OEMs and their partners to develop and deliver the new frontier of the connected automobile by always ensuring consumer needs are taken into consideration when developing new technology. Across the automotive enterprise and from the smartphone to the car, Lochbridge has created the strategies and technologies that have enabled OEMs to continue to drive the evolution of the connected car and create an ecosystem that spans their enterprise, owners, partners and dealers.

About Lochbridge

For over four decades, Lochbridge has been a trusted technology partner to enterprises worldwide. Lochbridge develops technology strategies that drive growth; delivers systems that are the backbone of leading enterprises; and transforms businesses through emerging technologies, including mobile, Internet of Things (IoT) and Big Data analytics. Lochbridge continues to deliver the quality and reliability that our customers rely upon while ensuring their technology continues to elevate their businesses. For more information, please visit www.lochbridge.com.

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