

# THE EMBEDDED SIM IS KEY TO THE CONNECTED VEHICLE

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# INTRODUCTION AND OVERVIEW

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- General Motors (OnStar) has been the leader in the Connected Vehicle space for 20 years
- OnStar service is available in U.S.A., Canada, Mexico, China, Europe and Brazil
- Services include Emergency, Vehicle Services and 4G LTE Wi-Fi Hotspot
- GM has utilized Embedded SIM since 2013



## Emergency

Get immediate help when needed



## Security

Outsmart & avoid vehicle theft



## Navigation

Reach any destination safely & easily



## Connections

Stay connected while on the go

Wi-Fi Hotspot with 4G LTE

Family Link

AtYourService

RemoteLink Mobile App



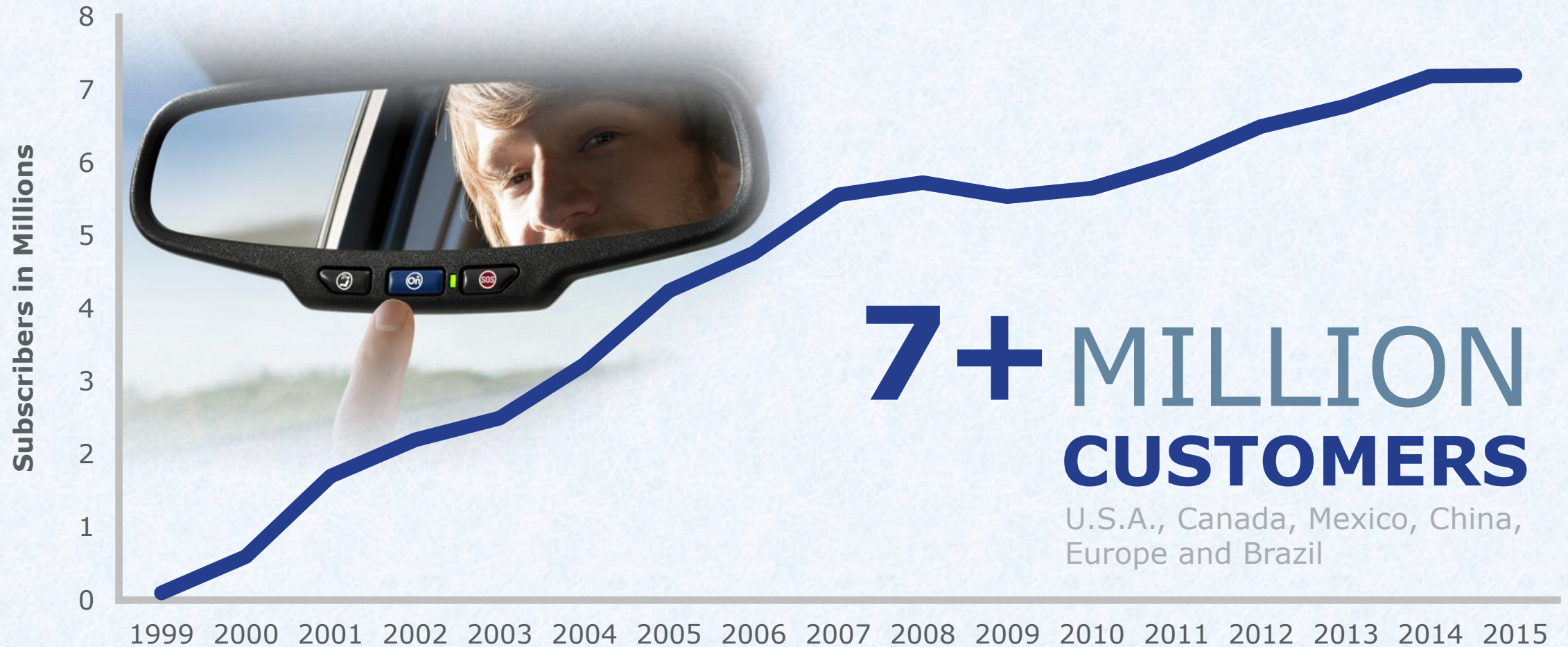
## Advanced Diagnostics

Simply manage vehicle health

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# DELIVERING CONNECTED VEHICLE SAFETY, SECURITY AND INFORMATION SERVICES



**7+ MILLION  
CUSTOMERS**

U.S.A., Canada, Mexico, China,  
Europe and Brazil

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# MULTI-DIMENSIONAL SERVICE OFFERINGS

## GLOBAL MONTHLY INTERACTIONS



**5,000+** Automatic Crash Response  
**95,000+** Emergency Services  
**5,000+** Good Samaritan Calls



**>8.8M** RemoteLink requests  
**372M** Hands-free Calling minutes



**410** Stolen Vehicle Assistance  
**21,000+** Roadside Assistance  
**112,000+** Door Unlocks



Vehicle Diagnostics  
**>4M** sent emails  
On-Demand Diagnostics  
**90,000+**



Navigation  
**3.8M** Turn-by-Turn routes



One hard-working button

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# BENEFITS OF EMBEDDED SIM

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- Reduce number of SKUs
- Late provisioning
- Early Technology sunset
- Change in business relationships
- Ensure compliance with local IMSI regulations



# WHY IS IT IMPORTANT TO STANDARDIZE THE M2M EMBEDDED SIM

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- Ensure inter-operability across MNOs and SIM vendors
- Drive solution cost down
- Forward and backward compatibility
- Improved product reliability through standardized testing/certification

# THE INDUSTRY NEEDS THE M2M EMBEDDED SIM

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- M2M connected devices continue to grow driving the need for broad M2M Embedded SIM support
- As some M2M devices offer Consumer facing services, combining Consumer and M2M Embedded SIM is beneficial