

What Is The Connected Car Forum?

The **Connected Car Forum** is aimed at establishing a new platform for sharing information between industries and to enable joint cooperation activities that the natural existing B2B discussions may not allow, or not facilitate in a timely manner.

Both automakers and mobile operators have expressed a clear need to remove current barriers and unlock obstacles to the safe delivery of connected services and applications in cars, as requested increasingly by drivers. Therefore, we see a great value in building an open communication bridge between automotive and mobile telecom operators to share experiences, technical solutions, and good practice business models. This forum focuses on cross-industry priorities to overcome existing barriers and to capture opportunities for strengthening the telematics services ecosystem.

Who Is Invited To Participate In The Forum?

The forum is currently focused on automotive vehicle manufacturers and the mobile network operators, with different backgrounds. The target participants from the automotive industry include a mixture of product planning executives, telematics, innovation and technical experts. The target participants from the mobile network operators include business development executives, embedded mobile specialists, and technical experts. This mixture of competencies from these two industries is believed to be the right recipe to define and launch the Forum. Further participants from the ecosystem may be included at a later date, depending upon the specific topics being discussed.

How Will The Connected Car Forum Work?

The forum seeks to contribute tangibly to overcoming existing ecosystem barriers and to foster telematics service development. In this vein, the forum seeks to identify priority areas of common interest and to define joint steps to achieve these common objectives for the priority areas.

Therefore, the exact format and number of meetings will be adapted to the specific objectives of these common areas of interest.

When was the Connected Car Forum Launched?

The first Connected Car Forum meeting was held on the 28th of June 2011 in London, at the GSMA offices. The meeting was attended by:

- MNOs: Orange, NTT Docomo, KPN, Telenor, Telefonica, Vodafone, AT&T, Telecom Italia, Bell Canada.
- OEMs: JLR, Toyota, Nissan, Audi, Hyundai, BMW China.

This launch included an:

- Information Session on the expected evolution of the communications technology for the telematics sector, as well as trends on the development of telematics services
- Discussion and Brainstorming on Common Initiatives Topic
- First discussion on potential initiative topics, including **Apps Development**, an area where both industries can learn from one another and where potential optimisation of efforts could be possible.

What is the status of the activities of the global Connected Car Forum?

The Connected Forum is now in the stage of forming working groups on common joint initiative topics. These first global working groups will be launched in September 2011.

The future global Connected Car Forum meetings are to be held in London on the following dates:

- 26/09/11
- 28/11/11
- 07/02/12

Are there regional Connected Car Forums?

The Connected Car Forum is planning a series of regional workshops In order to ensure that the cross-industry joint initiatives are globally significant. To this end, the regional events will include:

- Asian Connected Car Forum meeting in Tokyo on the 14th of September
- Chinese Connected Car Forum meeting in Shenzhen on the 21st of September, in conjunction with the Telematics@China Tour event in Shenzhen.
- North American Connected Car Forum. The location and date of this meeting are still being determined.

How do the global and regional Connected Car Forum events relate to one another?

The global Connected Car Forum events will be focused on bringing forward international joint initiative working groups, which address cross-industry problems. The regional events are focused on:

- sharing information,
- identifying additional relevant topics or considerations on existing topics for cross-industry cooperation, and
- involving other regional actors in the global Connected Car Forum activities.

If I participate in a regional event can I follow the global Connected Car Forum activities and events?

We invite all interested participants from the regional events to participate directly in the global Connected Car Forum activities. Webex will also be offered to facilitate remote participation whenever possible.

Who organises the Connected Car Forum?

This forum is organised by GSMA, the global association of mobile network operators, and SBD, a leading research and consulting firm specialised in automotive telematics. It responds to the explicit expressed needs of both industries to foster future telematics service development.

Where can I obtain further Information on the Connected Car Forum?

Please contact Francesca Forestieri (+39-333-273-6084 fforestieri@gsm.org) or Poonam Kara (+447595217025 pkara@gsm.org) for further details.