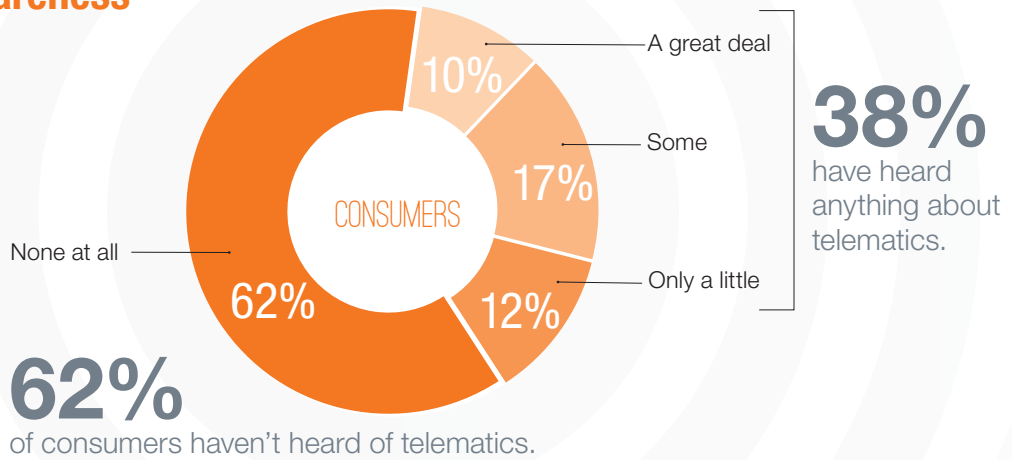


STATS TO KNOW: CONSUMERS

YOUR CAR. YOUR DATA.
YOUR CHOICE. 

Telematics Awareness

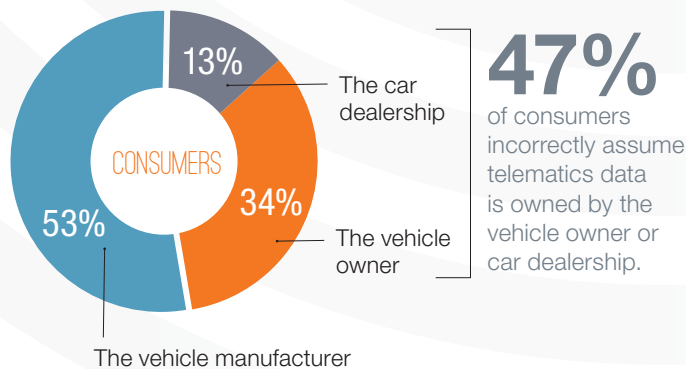
Fewer than half of American drivers have heard about telematics and just one in 10 consumers have heard a great deal on the topic.



half of consumers assume car owners have access to the data their car produces.

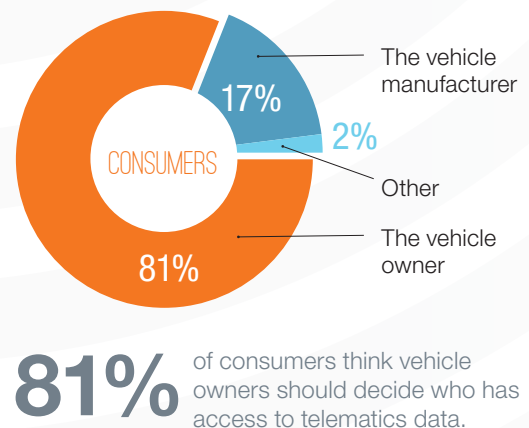
Who is Assumed to Own Telematics Data

About half of drivers correctly believe auto manufacturers own data produced by their vehicles. A third believe vehicle owners do.



Who Should Decide on Access

Regardless of what they know or expect about the current state of telematics, the vast majority of consumers believe the owner should be the one to decide who can access the data.



Seven in 10 car owners think their vehicle data being transmitted to the auto manufacturer is a problem and demand a change.



CONSUMERS ARE WILLING TO TAKE ACTION...

Sign a petition (87%) • Write a letter to their congressman (65%) • Contact local elected official (62%)

The consumer survey provided interesting insights that could be leveraged in the media to broaden the conversation among consumers about telematics.

Even though millions of cars have telematics, just one in four car owners is familiar with the technology.

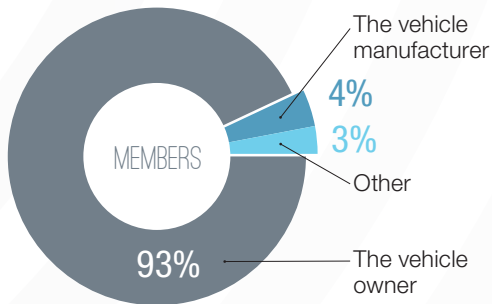
Who controls the data your car produces? Thirty-four percent of American car owners incorrectly assume it's them. It's not!

More than seven in 10 car owners think their vehicle data being transmitted to the auto manufacturer is a problem and demand a change.

Half of car owners think they have access to the data their car produces... even though they don't.

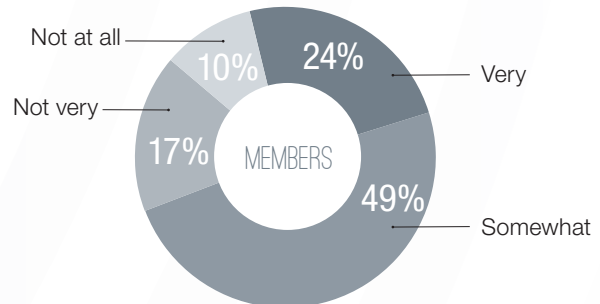
STATS TO KNOW: MEMBERS

Who Should Decide on Access



93% of members think *vehicle owners* should decide who has access to telematics data.

Familiarity with Telematics



24% of members say they are *very familiar* with telematics.

96% of members trust the Auto Care Association officials for information about telematics.



MEMBERS ARE MOST WILLING TO:

- Train sales force to talk to commercial customers about telematics (59%)
- Display telematics information (56%)
- Train sales forces to talk to consumers about telematics (62%)

For more information, visit www.autocare.org/telematics.