



## **AUTOMOTIVE INDUSTRY ADOPTS GSMA EMBEDDED SIM SPECIFICATION TO ACCELERATE CONNECTED CAR MARKET**

*General Motors, Jaguar Land Rover, Renault Nissan, Scania and Volvo Cars Support Specification for Delivery of Range of Connected Vehicle Services; 22 Live Operator Solutions Now Commercially Available*

**10 February 2016, London:** Leading companies from across the automotive and transportation sector are supporting the GSMA Embedded SIM Specification to help accelerate the growth of the connected car market, the GSMA announced today. The interoperable specification has been backed by international brands including General Motors, Jaguar Land Rover, Renault Nissan, Scania and Volvo Cars, and will enable automakers to remotely provision connectivity over the air to vehicles with an operator of their choice. It will help to deliver a range of in-vehicle services such as infotainment, real-time navigation, insurance and breakdown services, as well as telematics and remote diagnostics. The use of the specification will also help to quickly connect vehicles with local operators, regardless of where the cars are manufactured.

“The GSMA Embedded SIM Specification has progressed from the first availability of commercial solutions to industry adoption in a very short space of time. The automotive sector is set for huge growth and it is clear that a common, global standard will help mobile operators to provide scalable, reliable and secure connectivity to vehicles regardless of location,” said Alex Sinclair, Chief Technology Officer, GSMA. “This approach will help car manufacturers offer any type of in-car connected service through a single SIM, which can be provisioned with the profile of a mobile operator once the car is shipped, as well as at the end of a contract, without the SIM needing to be changed.”

The connected car market is set for exponential growth. Gartner Research has forecast that one in five vehicles will have some form of wireless network connection by 2020, equating to more than 250 million connected vehicles in service<sup>1</sup>. Additionally, Machina Research estimates that the total number of connections in the connected car market will grow at a CAGR of 31 per cent from 182 million in 2015 to 693 million in 2020.<sup>2</sup> Analyst house Berg Insight also notes that in-vehicle embedded telematics systems shipped 1.9 million units in 2014, a figure that is expected to reach 15 million by 2020<sup>3</sup>.

“Jaguar Land Rover is putting connectivity at the heart of its vehicles to deliver a range of safety, security, convenience and infotainment features for our customers. The GSMA Embedded SIM Specification allows Jaguar Land Rover to reduce manufacturing complexity, adapt to changing regulatory frameworks and work with the best mobile operators, on a country-specific or regional basis, improving the customer offering to deliver the next generation of connected services over the lifetime of our vehicles,” commented Mike Bell, Global Connected Car Director, Jaguar Land Rover.

“The GSMA Embedded SIM Specification solves a number of fundamental issues in auto manufacturing principally in-market localisation and lifecycle management that enable us to

provide an efficient, robust and global product,” said Fredrik Callenryd, Senior Business Strategy Manager, Scania CV AB.

“The Renault – Nissan Alliance is a global industry innovator for technology for mainstream and mass-market consumers. Supporting the GSMA Embedded SIM Specification will help sustain our innovations by enforcing a reliable and stabilized solution and enable us to offer more flexible and agile solutions. We will be able to offer our customers ease of use and a high quality of service which are Renault – Nissan’s main objectives,” commented Alexandre Corjon, Renault-Nissan Alliance Global VP, Electrics Electronics & Systems Engineering.

To date, 22 mobile operators worldwide have commercially launched solutions based on the GSMA Embedded SIM Specification. New operators to launch commercial solutions include AIS, América Móvil, KPN, MTN, Rogers Wireless, Swisscom, Taiwan Mobile, Telenor, TIM as well as members of the Bridge Alliance and the Global M2M Association. The adoption of an interoperable specification will reduce fragmentation and help the industry to take advantage of the Internet of Things, an addressable market estimated to be worth US\$1.1 trillion by 2020 according to Machina Research<sup>4</sup>. Bell Canada, Deutsche Telekom, Etisalat, Indosat, NTT DOCOMO, Orange, Tele2, Telefónica Brasil, Telefónica Group, TeliaSonera and Vodafone have already made commercial solutions available to the market.

GSMA Intelligence research highlights that 76 per cent of global M2M connections are now serviced by mobile operators that are deploying or are committed to the GSMA solution, underscoring the momentum behind the specification.<sup>5</sup> For more information on the GSMA’s Embedded SIM please go to: <http://www.gsma.com/connectedliving/connected-living-mobilising-the-internet-of-things/>.

### **GSMA Connected Living Programme at Mobile World Congress 2016**

The GSMA’s Connected Living Programme will showcase the GSMA Embedded SIM Specification at Mobile World Congress 22-25 February in Barcelona. There will be a number of live demonstrations of the specification in the GSMA Innovation City located at Stands 3A11 and 3A31 in Hall 3, Fira Gran Via, including scenarios from Bridge Alliance and the Global M2M Association. There will also be a number of workshops, seminars and presentations highlighting the impact of the GSMA Embedded SIM Specification on the international market. The GSMA Innovation City will be open during Mobile World Congress exhibition hours. For further information on Mobile World Congress 2016, visit [www.mobileworldcongress.com](http://www.mobileworldcongress.com).

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### **Notes to Editors**

- 1.) Gartner <http://www.gartner.com/newsroom/id/2970017>
- 2.) Machina Research (<https://machinaresearch.com/>)
- 3.) Berg Insight: The Global Automotive OEM Telematics Market M2M Research Series 2015 ([www.berginsight.com](http://www.berginsight.com))
- 4.) Machina Research (<https://machinaresearch.com/>)
- 5.) According to GSMA Intelligence, as of Q4 2015, there are 313 million cellular M2M connections for all operators committed to launching the GSMA Embedded SIM Specification accounting for 76% of total global cellular M2M connections.

### **About the GSMA**

The GSMA represents the interests of mobile operators worldwide, uniting nearly 800 operators with more than 250 companies in the broader mobile ecosystem, including

handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. The GSMA also produces industry-leading events such as Mobile World Congress, Mobile World Congress Shanghai and the Mobile 360 Series conferences.

For more information, please visit the GSMA corporate website at [www.gsma.com](http://www.gsma.com). Follow the GSMA on Twitter: @GSMA.

**Media Contacts:**

For the GSMA

Charlie Meredith-Hardy

+44 7917 298428

[CMeredith-Hardy@webershandwick.com](mailto:CMeredith-Hardy@webershandwick.com)

**GSMA Press Office**

[pressoffice@gsma.com](mailto:pressoffice@gsma.com)