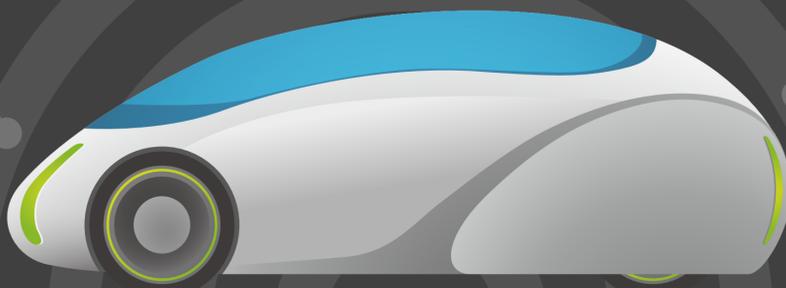


Evolution of the Connected Car

1923-2017



The connected car has received a lot of press over the last few years. Justifiably so, but it has been around a lot longer than you think! Check out how the technology progressed and how it will drive us to the connected future.



1923-1930

The Connected Car is Born

- The 2-way radio hit Australian roads in 1923.
- In 1930, the first dashboard radio prototype was demonstrated in a Studebaker.

Taking the World with Us

- In 1945, the first car phone weighed over 80 pounds and used operators to connect to the Bell system.
- The 8-track player first made recorded music mobile in 1966 Ford models.
- A Motorola researcher made the first mobile telephone call from a cell phone to his rival at Bell Labs in 1973.

1945-1973



1996-2007

The Internet Hits the Road

- General Motors introduced the world to in-car internet in 1996 with OnStar.
- Chrysler was the first manufacturer to offer built-in Bluetooth connectivity in 1999.
- Ford launches the first mass-market infotainment system with SYNC in 2007.

The Road to Autonomy

- The 2015 Audi A3 became the first U.S. market car with a 4G LTE wireless data connection.
- Tesla is the first to launch "self-driving" features in the Model S
- Drivers are hesitant; a [Deloitte study](#) shows only 25% of U.S. drivers think self-driving cars will be safe.

2014-Today



2020 and Beyond

A New Way to Drive

- In 2021, fully autonomous vehicles hit the road.
- By 2035, windows will be made of 'active' glass, capable of displaying vibrant images.
- Fossil-fueled, human-driven cars are novelty collectors' items as robots rule the roads by 2050.

Aria Moves the Connected Car Forward

Connected car features have been evolving for some time. There's always a gap between invention and adoption. Today's novelty tech will soon be standard features. As manufacturers turn away from one-time sales to recurring revenue models and mobility solutions, though, they'll have to make some changes to the machinery in the back office, too. Today, Aria's cloud billing and monetization platform is helping make that happen for companies like Subaru and HERE.

To see how Aria is helping make the future of connected cars a reality, visit <https://www.ariasystems.com/solutions/connected-vehicles>

