

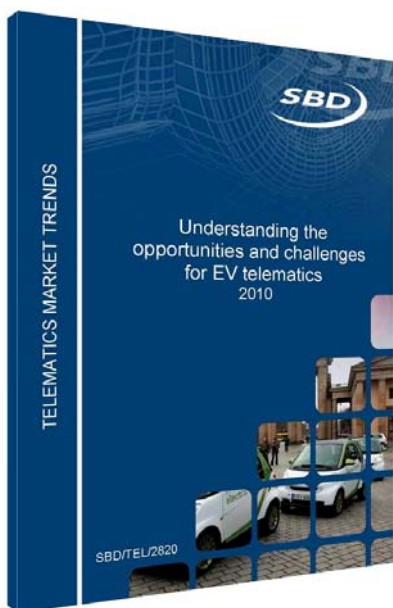
# Understanding the opportunities and challenges for EV telematics



## Addressing the business and technical challenges of deploying Electric Vehicle related services...

Electric Vehicles (EVs) are set to significantly change the way that drivers interact with their vehicles, which has the potential to both attract but also detract consumers. Telematics is being positioned as a 'soft cushion' that will help new EV owners to gain confidence in their vehicles by providing real-time charging information and services. Telematics will also act as a 'soft cushion' for vehicle manufacturers, which are keen to closely monitor these new technologies through the initial deployment stage by using services such as Remote Diagnostics.

But before telematics can be labelled as a successful enabler for EVs, vehicle manufacturers still face a number of technical and business hurdles. SBD's latest report provides not only an introduction to the EV telematics market, but also analysis of the key challenges for deploying services and strategies that the automotive industry can implement to ensure a successful future.



### This report will help you:

- Identify the key telematics services that are **best-suited to Electric Vehicles**
- Learn **why vehicle manufacturers are launching Electric Vehicle telematics** and what the roll-out services are likely to be
- **Avoid the risks** associated with launching telematics services by learning from past launches
- Understand **the status of components required** for Electric Vehicle telematics
- **Future-proof solutions** by developing relationships with key suppliers and service providers

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## »» Global collaboration needed for long-term solutions...

Although there is still uncertainty about how quickly the market for Electric Vehicles (EV) will grow, there is little doubt that telematics will play a vital role in addressing many of the concerns that consumers and vehicle manufacturers have towards EV technologies.

This report analyses the two main approaches to EV telematics and the opportunities and challenges that are currently being investigated by vehicle manufacturers.

### Over-the-air telematics

Over-the-air telematics replicates existing telematics services that use a cellular connection (either using an embedded phone module or via a Bluetooth connection to the user's mobile phone) to send data to and from the car. Although many vehicle manufacturers already have experience of offering over-the-air telematics, EV-specific services may pose a number of new and unique challenges, such as managing communication links with the rapidly growing number of charging station operators in different countries.

### Plug-in telematics

Plug-in telematics takes advantage of the requirement that vehicles will need to be regularly plugged in for charging (and that these charging points may be physically linked to a communication network to send data to and from the car). However, plug-in EV telematics is likely to be held back by the slow deployment of "smart infrastructure" in charging stations that is capable communicating with cars.

Despite the widely-accepted benefits of EV telematics, the automotive industry still faces significant strategic, business and technical challenges in successfully deploying EV-related services. The most critical of these is the need to work closely with a multitude of charging station operators and utility companies in order to ensure that their infrastructure are necessary for supporting telematics services.

Although a number of vehicle manufacturers are already working closely with some utility companies and charging station operators to test EV telematics services, there is a risk that these independent initiatives will lead to a patchwork of localised, proprietary and non-future proof solutions that only satisfy short-term needs. SBD, therefore, believes that an industry wide and global collaboration is required to address the need for a long-term vision of EV telematics. This report analyses the key areas in which closer collaboration is needed, and the key players who are in a strong position to lead this collaboration.



# »» ...know what tomorrow brings

## TABLE OF CONTENTS

### 1. Executive summary

- 1.1 Introduction
- 1.2 Summary of conclusions
  - 1.2.1 Over-the-air telematics
  - 1.2.2 Plug-in telematics

### 2. Introduction to the EV market and the role of telematics

- 2.1 Introduction
- 2.2 Defining the EV market
  - 2.2.1 Different types of EV technologies
  - 2.2.2 Early adopters of EVs
  - 2.2.3 Planned launches of EVs
  - 2.2.4 Forecasting the growth of the EV market
- 2.3 Concerns surrounding the deployment of EVs
  - 2.3.1 Customers' perspective
  - 2.3.2 Vehicle manufacturers' perspective
  - 2.3.3 Energy suppliers' perspective
- 2.4 Understanding the role of telematics in deploying EVs

### 3. Over-the-air EV telematics services

- 3.1 Introduction
- 3.2 Vehicle manufacturer plans
  - 3.2.1 Services that are close to deployment
  - 3.2.2 Trial stage
- 3.3 Types of services
  - 3.3.1 Autonomous information and remote control services
  - 3.3.2 Services interacting with the charging infrastructure
- 3.4 Challenges in deploying over-the-air services for EVs
  - 3.4.1 Deciding which in-car systems to fit
  - 3.4.2 Understanding the impact on the service value chain

### 4. Plug-in EV telematics services

- 4.1 Introduction
- 4.2 The use cases for plug-in EV telematics
- 4.3 Standards for plug-in EV telematics
- 4.4 Deployment of Advanced Metering Infrastructure (AMI)
  - 4.4.1 AMI deployment in public charging stations
  - 4.4.2 AMI deployment in the home
- 4.5 Energy management solutions for EVs
- 4.6 Long-term outlook for plug-in EV telematics

## LIST OF FIGURES

- Fig. 1 Overview of telematics use cases and challenges for EVs
- Fig. 2 Classification of EV technologies
- Fig. 3 Factors that will influence potential EV buyers
- Fig. 4 Global EV production plans
- Fig. 5 Annual penetration of EVs vs. non-EV sales
- Fig. 6 Comparison of electrical equipment energy capacity (kWh)
- Fig. 7 Known plans for EV telematics features
- Fig. 8 Categories of over-the-air telematics features
- Fig. 9 Priority table for over-the-air telematics features
- Fig. 10 Comparison of approaches for enabling over-the-air EV telematics connectivity
- Fig. 11 Value chain challenges for deploying over-the-air telematics
- Fig. 12 Key requirements for deployment of plug-in EV telematics
- Fig. 13 Standardisation activities for plug-in EV telematics
- Fig. 14 Plug-in EV telematics standard proposed by Daimler and BMW
- Fig. 15 GM's interim solution to overcome AMI shortages
- Fig. 16 Companies involved within the deployment of smart grids

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... to provide our customers with the knowledge, insight and understanding they need to develop class leading Telematics and Vehicle Security products and improved Cost Of Ownership performance

## About the report author...



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