Singtel

The future of connected cars:
Trends driving new revenue streams

With in-vehicle payments projected to reach a staggering **USD 580 billion** by 2030, automotive OEMs have a massive opportunity to unlock new revenue streams from connected cars.[1] By 2027, an estimated **367 million** connected vehicles will be on the road, each serving as a dynamic platform for monetising convenience, safety, and personalisation.[2]

The prospects are especially promising in APAC, a region that has surpassed Europe and North America in connected car market share. China, India, and Japan rank among the top 5 countries driving global growth in connected vehicles.[3]

367M

Key trends in in-vehicle commerce

In-car transactions
Seamless digital payments via the car's infotainment system, most commonly used for fuel, parking, tolls, and electric vehicle (EV) charging, are also expanding into retail and hospitality.

Subscription-based services
OTA software updates, infotainment services, and advanced navigation tools provide recurring revenue throughout a connected vehicle's life cycle.

Personalised experiences
Premium features include AI-powered driving assistants and upgrades in predictive maintenance, remote monitoring, and vehicle customisation.

Data monetisation
Aggregated insights on vehicle performance, driving behaviour, and traffic conditions can be supplied to external partners like cities, insurers, and app developers.

Two ways to increase revenue using connected car data

Leverage aggregated data to unlock new value
Leverage vehicle data and anonymised driver insights to build partnerships with trusted infrastructure planners, insurers, mobility services, and advertisers.

Reduce costs through R&D optimisation
Unlock real-time insights to improve vehicle efficiency, lower recall risks, and boost cost savings, simultaneously delivering added value to customers.

Singtel's role in scaling connected car monetisation in APAC

The potential for profit in automotive IoT is enormous. On average, 6 in 10 customers reported a high likelihood of purchasing individual connectivity features.[4] Bundling offerings like comfort and safety features increases customer interest.

In the fragmented APAC market, successfully capitalising on in-vehicle commerce requires a reliable CSP partner that can reduce deployment complexities.

Here's how Singtel empowers OEMs to scale connected car monetisation in APAC:

Multi-domestic IoT infrastructure enables seamless cross-border connectivity

eSIM technology ensures always-on, future-ready IoT integration

Tier-1 MNO partnerships across APAC simplify regional deployment

Accelerate your APAC expansion with a single lead operator

Singtel's Multi-Domestic Connectivity solution simplifies your regional rollout, greasing the wheels so you can drive revenue and scalable growth in the connected car market.

Talk to us today and explore Singtel's automotive IoT solutions.

Contact us today

References:
1. STL Partners, Fuelling the future: The US$580 billion in-car payment opportunity, 2024.
2. Juniper Research, Connected Vehicles to Surpass 367 Million Globally by 2027, 2023.
3. Counterpoint Research, Global Connected Car Sales to Exceed 500 Million in 2024-2030, 2024.
4. McKinsey & Company, Car connectivity: What consumers want and are willing to pay, 2024.