

Automotive Research Special Report

Eco-Telematics: Using Technology to Go Green

By Phil Magney, Vice President

Detail Level

Major application categories for eco-telematics:

Eco-monitoring applications are among the first to appear in the market and already with advanced trip computers. They typically monitor fuel consumption and range information but will extend beyond this to include active energy management systems.

Eco-advice applications are based on solutions that offer guidance about routing and/or driver input. The first applications are built around navigation systems using "eco-route" generation based on fuel-saving attributes.

Eco-powertrain applications have been around for years but more advanced powertrain management solutions using telematics are in the works. An important utilization of telematics for powertrain will be remote diagnostics and the ability to re-flash the powertrain modules wirelessly.

What's Inside

- Product and application road map for eco-telematics
- Telematics requirements to support eco-telematics
- Market scenarios: (estimates for OEM and aftermarket sales and cumulative users)
- Potential fuel saving from eco-telematics
- Total impact on fuel savings from eco-telematics
- Evolution/Stages of eco-telematics
- Impact of regulation activities
- Connectivity requirements for eco-telematics
- GPS and navigation requirements for eco-telematics
- Advanced powertrain applications for eco-telematics

Eco-technologies have been making their way into the auto industry for many years and include everything from on-board trip computers to powertrain control solutions designed to improve the efficiency of a motor vehicle. The focus of this report is on the emerging category called Eco-Telematics.

This report will help you understand the evolution and potential impact of eco-telematics technologies:

- Eco-telematics leverages many of the technologies and shared resources already being deployed in cars – HMI, navigation, powertrain control, and connectivity.
- Eco-telematics is information-based and serves as a natural extension of driver information systems.
- Eco-telematics is a necessity for OEMs taking a position on sustainability. An increasing regulatory environment creates an economic incentive for development.
- Eco-telematics becomes increasingly important to OEMs once connectivity is established to the powertrain.
- Eco-telematics plays a heightened role in the electrification of motor vehicles and the development of alternative powertrain technologies.
- Eco-telematics play an important role in the monitoring of energy resources – whether they serve fuel or electrical-based drive systems.



Critical Questions Answered

- What are the opportunities for eco-telematics?
- How will telematics equipment be used for eco-applications?
- How does eco-telematics help an OEM?
- Which applications are going to take off the fastest?
- How does regulation impact the growth of eco-telematics?

Who Should Read This?

- Automotive OEMs
- Automotive tier-one suppliers
- Automotive tier-two suppliers
- Suppliers/designers of powertrain solutions
- Suppliers/designers of automotive semiconductors
- Telematics Service Providers (TSPs)
- Wireless network operators

Lead Analyst**Phil Magney, Vice President**

Phil is co-founder and president of Telematics Research Group (TRG), which was acquired by iSuppli in July 2008 – Phil is a well-respected automotive industry analyst with over 20 years of experience as a technology analyst with core specialties in automotive telematics and mobile computing. Phil is the author of numerous columns and papers for industry trade publications in addition to being a frequent speaker at global telematics conferences.

At iSuppli, Phil directs the research teams responsible for competitive analysis and forecasting for the automotive electronic components, subsystems and systems. In addition, he focuses on research and enhanced visibility on the products, technologies, and players shaping the automotive market.

Prior to TRG, Phil was the founder and principal analyst of ARS – a technology research company that he founded in 1987. Phil led ARS to become a leading provider of intelligence on personal technologies and also was a pioneer in the electric distribution of business intelligence services.

Earlier in his career Phil was an overseas account manager for Future Computing (McGraw-Hill) – a provider of technology research services to global IT industry. Phil began his career as a district educational coordinator for Tandy Corporation (Radio Shack).

Phil is a specialist in automotive safety and control and is a road-course driving instructor with various club-racing organizations in the US.

Phil earned his Bachelor of Arts in Marketing and Communications from the University of Minnesota.

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Nissan EcoDrive

WirelessCar "My Vehicle Homepage"

Blaupunkt Eco-Route

Continental eHorizon

Navteq MPE

Fiat Eco:Drive

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