IN-VEHICLE WI-FI

Make the car the network.

Turn your vehicles into connected experiences that deliver value beyond the drive.



THE OPPORTUNITY

Today, the road trip runs on someone's personal hotspot.

Staying connected on the road often means relying on individual mobile devices and personal hotspots.

Families look for entertainment on road trips. Passengers want to use their favorite apps. Drivers want easy access to connected services.

For manufacturers, in-vehicle Wi-Fi meets these needs and adds value throughout ownership.

THE SOLUTION

Turn the vehicle into a connected hub.

With in-vehicle Wi-Fi, the car acts as a mobile hotspot. Passengers can connect several devices using the car's built-in cellular connection.

This means passengers don't need to use their phones as hotspots. Everyone connects through the car's network instead. The result is a convenient, connected experience that travels with the customer.

HOW IT WORKS

Vehicle connectivity
Built-in cellular connection

→

Built-in Wi-Fi hotspot
The vehicle becomes the network

→

Passenger devices
Smartphones, tablets, and other Wi-Fi devices

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KEY BENEFITS

What drivers and passengers gain.

Multiple devices. One connection.

Connect compatible smartphones, tablets, and other Wi-Fi devices through one vehicle hotspot.

Entertainment for every passenger.

Passengers can stream, play games, and enjoy connected entertainment on any trip.

Connectivity beyond the drive.

Stay connected during everyday trips and longer journeys, wherever cellular coverage is available.

An integrated experience.

Built-in connectivity means customers don't have to depend on their own mobile hotspots.

BUSINESS VALUE

Why manufacturers should care.

Drive vehicle differentiation

Make connectivity a feature customers recognize and value, helping your vehicles stand out in a competitive market.

Build customer relationships

Create new ways to engage owners and drivers beyond the initial purchase, throughout the entire ownership experience.

Enable connected services

Establish a foundation for additional connected features and services, opening opportunities for recurring revenue and ongoing engagement.

Explore what's possible.

Discover how integrated in-vehicle Wi-Fi can enhance the ownership experience and create new opportunities for connected services.

Connect with our team to explore the right solution for your vehicles and customers.

INDEPENDENT PORTFOLIO SAMPLE. Created by Lisa M. Walker to demonstrate B2B solution messaging, positioning, and sales enablement capabilities. Inspired by professional experience in connected vehicle technology and go-to-market strategy. This is a conceptual marketing deliverable, not a representation of a specific company's products or campaigns. Illustrative solution. Features, availability, performance, and service requirements depend on the provider and vehicle.

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