



The Upshift to Smart Mobility Assistance

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A new future mobility focus report from Urgently examines connected cars and the road to proactive assistance.

Industry experts predict that by the end of this decade, nearly all new vehicles sold globally will be connected. What's the potential for vehicle connectivity to provide safe, transparent and exceptional mobility assistance experiences? Urgently believes it's significant, and it's the focus of our new future mobility focus report: "The Upshift to Smart Mobility Assistance: Connected Vehicles & the Road to Proactive Assistance."

For more than 25 years, connected car services have been evolving to include a growing array of safety and convenience features, including breakdown response, vehicle diagnostics and predictive assistance features, navigation, Internet connectivity, infotainment, payments and more.

"Vehicle connectivity is making it possible to move beyond reactive roadside response, to power diagnostics and the ability to proactively deliver a wide range assistance services to motorists before problems occur, avoiding the inconvenience of a breakdown," explains Urgently CEO and Co-Founder Chris Spanos. "Urgently is proud to be at the forefront of defining and developing the new connected assistance ecosystem, as we work to fulfill the potential for connected services to deliver safe, transparent and exceptional mobility assistance experiences."

The report includes new data from Urgently's Connectivity & Mobility Assistance Consumer Survey 2021, which reveals two-thirds (66%) of consumers view vehicle connectivity as roadside assistance, priming the market opportunity for connected services that expand the concept of roadside assistance.

According to the survey, the top six most desirable connected assistance features identified by U.S. consumers are:

- Early collision detection (72.4%)
- Likely dead battery detection (72.2%)
- Insurance policy discounts for safe driving (69.7%)
- Early repair detection (68.9%)
- Vehicle re-routing based on live traffic conditions (68.4%)
- Contact authorities/emergency services upon collision (61.7%)

Percentages represent consumers who rated each feature "desirable" or "very desirable."

Consumers also indicated their readiness for a broader range of connected assistance features, including:

- Driver fatigue detection and notification (61.4%)
- Fuel consumption based on your driving behavior (61.4%)
- Contact family/friends upon an incident with your location data (60.2%)
- Mobile mechanic battery check-up and maintenance (59.9%)
- Mobile mechanic tire check-up and maintenance (57.9%)
- Connect to your phone apps (55.9%)
- Contact insurance company in the event of an accident (43.9%)

Read the full report for additional directional insights on consumer preferences related to vehicle connectivity and smart mobility assistance.

[Download The Upshift to Smart Mobility Assistance.](#)