

**Otomotiv Sanayii Derneği'nin (OSD) Önceki Genel Sekreteri Prof. Dr. Ercan Tezer'in  
"Connected Cars" Konusunu Ele Alan Raporlar/Çalışmalar Arasından  
21 Şubat 2016 Tarihinde Yaptığı Seçki...**

Rapor ya da Çalışmanın Ait Olduğu Kurum ya da Kuruluş	Rapor/Çalışma Başlığı	Özgün Erişim Adresi ve Yayın Tarihi
<a href="#">European Commission Business Innovation Observatory</a> <sup>1</sup>	<a href="#">"Internet of Things: Connected cars"</a>	<a href="#">Case study 43, February 2015</a>
<a href="#">KPMG</a> <sup>2</sup>	<a href="#">"Connected Cars Cruising on the information highway"</a>	<a href="#">KPMG Automotive Now [Magazine], Issue: 2/2011, Winter 2011/2012</a>
<a href="#">KPMG LLP</a> <sup>3</sup>	<a href="#">"Connected and Autonomous Vehicles – The UK Economic Opportunity"</a>	<a href="#">A Report with the introduction by Mike Hawes, March 2015</a>
<a href="#">Maravedis-Rethink</a> <sup>4</sup> A research conducted by Caroline Gabriel (Research Director, Maravedis-Rethink) and Steven Hawley (Principal Analyst, Advanced Media Strategies)	<a href="#">"Experience Continuity: The key enabler for the Connected Car?"</a>	<a href="#">Maravedis-Rethink Research</a>
<a href="#">McKinsey</a>	<a href="#">"Automotive revolution – perspective towards 2030: How the convergence of disruptive technology-driven trends could transform the auto industry"</a>	<a href="#">McKinsey Publication, January 2016</a>
<a href="#">McKinsey</a> A market report prepared by a McKinsey team on the basis of public sources and proprietary information gathered by the McKinsey Connected Car Consumer Survey 2014 and the McKinsey Automotive Research and Information Center.	<a href="#">"Advanced Industries: Connected car, automotive value chain unbound"</a>	<a href="#">McKinsey Survey, September 2014</a>
<a href="#">OICA</a> <sup>5</sup>	<a href="#">"Automated Driving Definition for Levels of Automation"</a>	Source: <a href="#">UNECE &gt; OICA, 2014-03-14. Informal document No. WP.29-162-20 162th WP.29 session, 11-14 March 2014</a>

<sup>1</sup> The Business Innovation Observatory provides regular evidence on the latest innovative trends in business and industry, including how innovative solutions are developed and brought to market, as well as their impact on the economy.

<sup>2</sup> KPMG is a professional service company, being one of the Big Four auditors, along with Deloitte, EY and PwC

<sup>3</sup> KPMG LLP, a UK limited liability partnership and a member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity.

<sup>4</sup> Maravedis-Rethink offers the leading research services focused specifically on mobile operators' infrastructure. It is a joint venture of the Rethink Technology Research - a research firm and consultancy specializing in business models and technologies for mobile and wireless service providers.

<sup>5</sup> It is known as the "Organisation Internationale des Constructeurs d'Automobiles" (OICA). The International Organization of Motor Vehicle Manufacturers was founded in Paris in 1919.

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<a href="#">OICA</a>	<a href="#">“Recommended OICA Worldwide Distraction Guideline Policy Position”</a>	<a href="#">OICA Position Paper, March 2015</a>
<a href="#">Strategy&amp;</a> <sup>6</sup> Richard Viereckl, Dietmar Ahlemann, Alex Koster, and Sebastian Jursch	<a href="#">“Connected Car Study 2015: Racing ahead with autonomous cars and digital innovation”</a>	<a href="#">‘Connected Car Study’, September 16, 2015.</a>
<a href="#">Telefónica</a> <sup>7</sup>	<a href="#">“Connected Car Industry Report 2014”</a>	<a href="#">Telefónica Connected Car Report, 2014.</a>
<a href="#">visiongain</a> <sup>8</sup>	<a href="#">“Connected Car Market Report 2015-2025: Leading Companies Providing Telematics for in-Vehicle Safety, Security &amp; Infotainment”</a> <ul style="list-style-type: none"> <li>• <a href="#">Table of Contents</a></li> <li>• <a href="#">Sample pages</a></li> </ul>	<a href="#">“Connected Car Market Report 2015-2025”</a>
<a href="#">visiongain</a>	<a href="#">“Connected Car Market Report 2016-2026: Top Automotive OEMs &amp; Other Companies Providing Telematics for Tethered, Embedded &amp; Integrated Solutions”</a> <ul style="list-style-type: none"> <li>• <a href="#">Table of Contents</a></li> <li>• <a href="#">Sample pages</a></li> </ul>	<a href="#">“Connected Car Market Report 2016-2026”</a>

<sup>6</sup> Strategy& is a global team of practical strategists that brings together the best strategy and execution talent from across the PwC network.

<sup>7</sup> Telefónica, S.A. (Spanish pronunciation: [tele'fonika]) is a Spanish broadband and telecommunications provider with operations in Europe, Asia, North America and South America. Operating globally, it is one of the largest telephone operators and mobile network providers in the world.

<sup>8</sup> Established in 1998, and based in London, UK, visiongain publishes independent and insightful market reports produced by experienced in-house analysts, many of whom are educated to masters and PhD level and are experts in their field.