



# C-ITS Stakeholder workshop

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## Digitalisation and IoT are changing the automotive sector

- 'Connected Cars' are becoming mainstream
- Drivers expectations on the product and the related services are constantly growing
- Predictive information about the 'health status' of the car and alerts preventing breakdowns are going to become the new standard

## Vehicle Dealers and Repairers are ready to play their role

- As SMEs, vehicle dealers and repairers are flexible enough to quickly adapt to the new circumstances
- Their structural proximity to the customer gives them a competitive edge when it comes to the conception of innovative, need-based, and quality crafted services to the benefit of the consumer
- To keep playing their role, also in the future market, they are investing huge amounts of money to equip themselves with cutting-edge technology and the most qualified personnel



## But there is a problem!

- To keep providing their customers with tailor-made services, in the new technological framework, vehicle dealers and repairers will also need:
  - ☐ access to the vehicle data
  - ☐ functions (i.e. delete the fault code)
  - ☐ resources (i.e. activate the in-vehicle display for communication with the driver)
- Nevertheless, today, all in-vehicle telematics systems are being designed in such a way that only the vehicle manufacturers are given full access to the vehicle's data, functions and resources

## **But there is a problem!**

- This technical barrier:
  - ☐ Artificially restricts the free competition within the European market of vehicle-data-based services
  - ☐ Reduces the consumer freedom of choice
  - ☐ And eventually undermines the welfare of the European drivers (consumers)



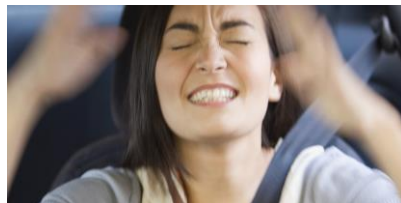
### An example?

- Anna is driving home in the evening
- She receives a failure message on the in-vehicle display
- With her consent, the service provider of her choice (authorised dealer, independent garage, etc.) will remotely diagnose the vehicle
- The dealer/repairer will inform Anna through a message on the car's display whether she can safely continue her journey



### An example?

- In case of a more serious fault, a road patrol will be immediately alerted and equipped with the right technical information, tools and spare parts
- If an 'on-the-spot' repair is not possible, a replacement car (or a mobility service) will be booked allowing her to reach home safely



## An example?

- With the technical barrier currently imposed by the vehicle manufacturers the whole story of Anna will likely look different
  - ☐ Anna will have no choice but the one indicated by the vehicle manufacturer
  - ☐ The service provider will operate in a monopoly regime, Anna will not have any choice



## 'Extended Vehicle' or 'NEVADA' do not solve the problem

- In the concept currently proposed by the vehicle manufacturer, data received by the vehicle telematics system become information that is channelled only through the manufacturer's proprietary servers
- This would give vehicle manufacturers full control over the access to in-vehicle generated data (which data set, to whom), allowing them to monitor the business of third parties who compete with them in the same ecosystem

## 'Extended Vehicle' or 'NEVADA' do not solve the problem

- Such a system would be unacceptable in many respects:
  - ☐ NO Competition
  - ☐ NO Consumer freedom of choice
  - ☐ Incompatibility with the general principle of the e-Call regulation (Reg. 2015/758):

*In-vehicle systems need to be based on an interoperable, standardised, secure and open-access platform for possible future in-vehicle applications or services*

## CECRA's technical solution → 'On-Board Application Platform' - OBAP

- Such a platform will be, in accordance with the e-Call Reg. principle:
  - ☐ In-vehicle
  - ☐ Interoperable
  - ☐ Standardised
  - ☐ Secure
  - ☐ Open-access
- It will allow **any third party** to keep on investing and creating innovative and need-based services for the European drivers (consumers)

## **CECRA's call for a robust EU regulatory framework removing unjustified obstacles to vehicle data, functions and resources**

- When looking at the last years initiatives of the vehicle manufacturers, CECRA has good reasons to think that the current obstacles to in-vehicle data, functions and resources, will hardly be spontaneously removed by the VMs themselves
- Therefore CECRA calls for an urgent adoption of a robust EU regulatory framework mandating the establishment of a system for digital services ensuring safe, secure, immediate, direct, unrestricted, and real-time access to in-vehicle generated data, functions and resources



Any questions?

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