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Android Automotive Operating System:

All Things You Need to Know About The Future Of In-Vehicle Infotainment

Grape Up, Inc. 2023

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Introduction

The market for in-vehicle software is estimated to reach 17 billion dollars in 2026 (by SBD Automotive). S&P Global Mobility projects that Android Automotive OS will gain 18% market share by 2027, starting from 1% in 2022.

With just 13 models of vehicles powered by AAOS and 41 applications available in the Play Store on AAOS right now, the way to 18% of the 17 billon-dollar-worth market requires extraordinary investments, the best software engineering talent, and a perfect understanding of the Google Automotive Services ecosystem.

Numbers describing in-vehicle software you need to know:

- **17 billion dollars - the estimated market for in-vehicle software by 2026.**
- **1% to 18% estimated AAOS market share growth by 2027.**
- **41 apps are currently available through the Play Store on Android Automotive.**
- **13 models of vehicles were powered by AAOS in 2022.**
- **80% of Volvo cars and 50% of Ford vehicles could run on AAOS by 2027.**

Estimated market share rise and OEMs' announcements of integrating more vehicles with the operating system provided by Google encourage every member of the mobility environment to get on board. **The rapid growth of demand for IVI services unlocks unlimited opportunities.** OEMs, tech consulting companies, app developers, and 3rd party solutions providers can now shape the future of in-vehicle infotainment.

Our whitepaper provides the basics and enables your team to build the proper AAOS strategy. Get the most out of our experts' experience and seize the opportunities delivered by the fast-developing market.

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What is Android Automotive OS?

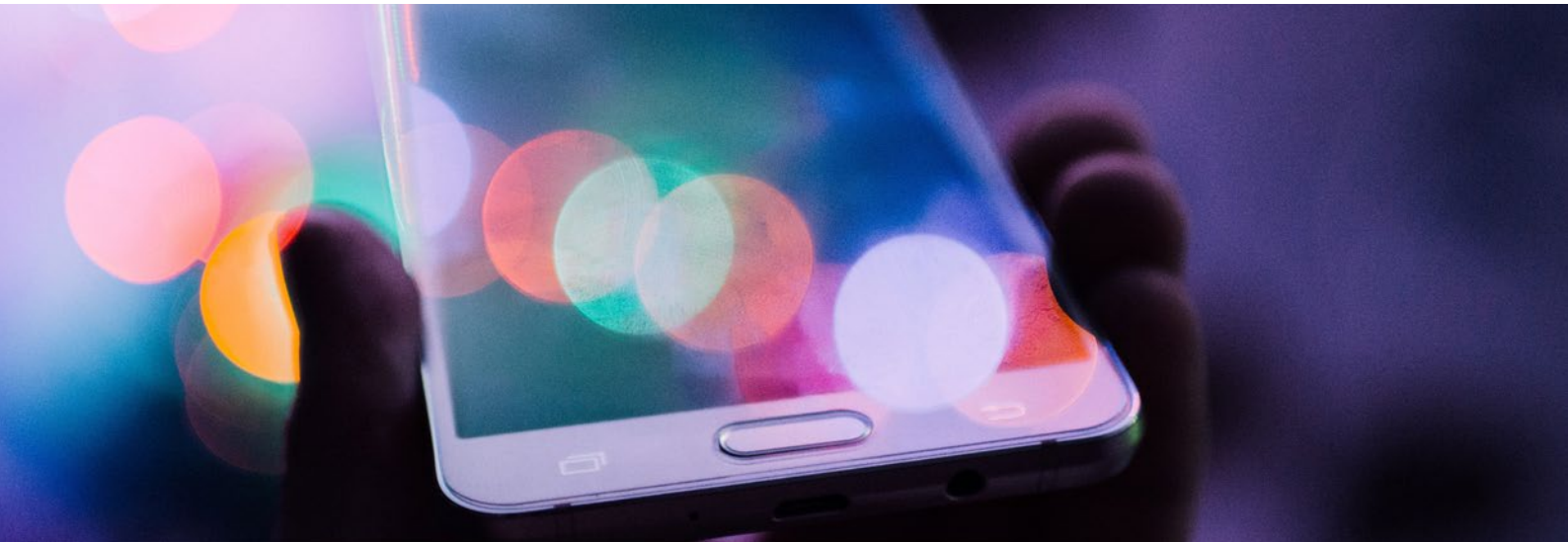
Android Automotive OS is an Android-based infotainment system built into vehicles. It's a standalone Android device that is optimized strictly for cars. Therefore, it's important to understand how Android Automotive relates to the overall Android ecosystem:

— **Android Automotive is still the same Android you know**

Android Automotive comes with the same codebase and lives in the same repository as the Android we all know from phones and tablets.

— **Android Automotive extends Android**

Automotive extends standard Android with additional features and technologies, transforming the OS into a full-featured platform for infotainment. Android Automotive is a fully-fledged, turnkey infotainment platform, just as Android is for mobile devices.



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