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Vehicles Now Provide Big Data

- Modern vehicles are a rich source of data
  - Already deployed as “sensors” in our communities
- Automotive Vehicle Data
  - Gas Mileage, engine performance, etc.
- Geographic Location Data
  - Vehicle location and history, traffic
- Environmental Data
  - Weather related data, anything reachable via Bluetooth!

Geotab: 1.5 Billion Data Points Per Day!
Vehicle Big Data at a Crossroad

- Multiple Auto Manufacturers (OEMs)
  - Plus Tier 1, Tier 2, etc. suppliers
  - Each a potential source of data

- Critical Security and Privacy Issues
  - Privacy: Vehicle (and hence individual) tracking
  - Security: Potential data use in automotive policy
  - And of course many more

- How will the data be obtained and secured?
  - Rely on each OEM (or even supplier)??
The Need For Neutral Vehicle Data

- Multiple Vehicle OEMs in Any “Interesting” Use
  - Fleet Vehicles With More Than one OEM
  - Vehicles data for monitoring (emissions, safety, etc)
  - Vehicles in Smart Communities
  - *Multiple vehicle makes in your own garage!*

- *Will There Be A Common Framework For*
  - *Data Access?*
  - *Security?*
  - *Privacy?*