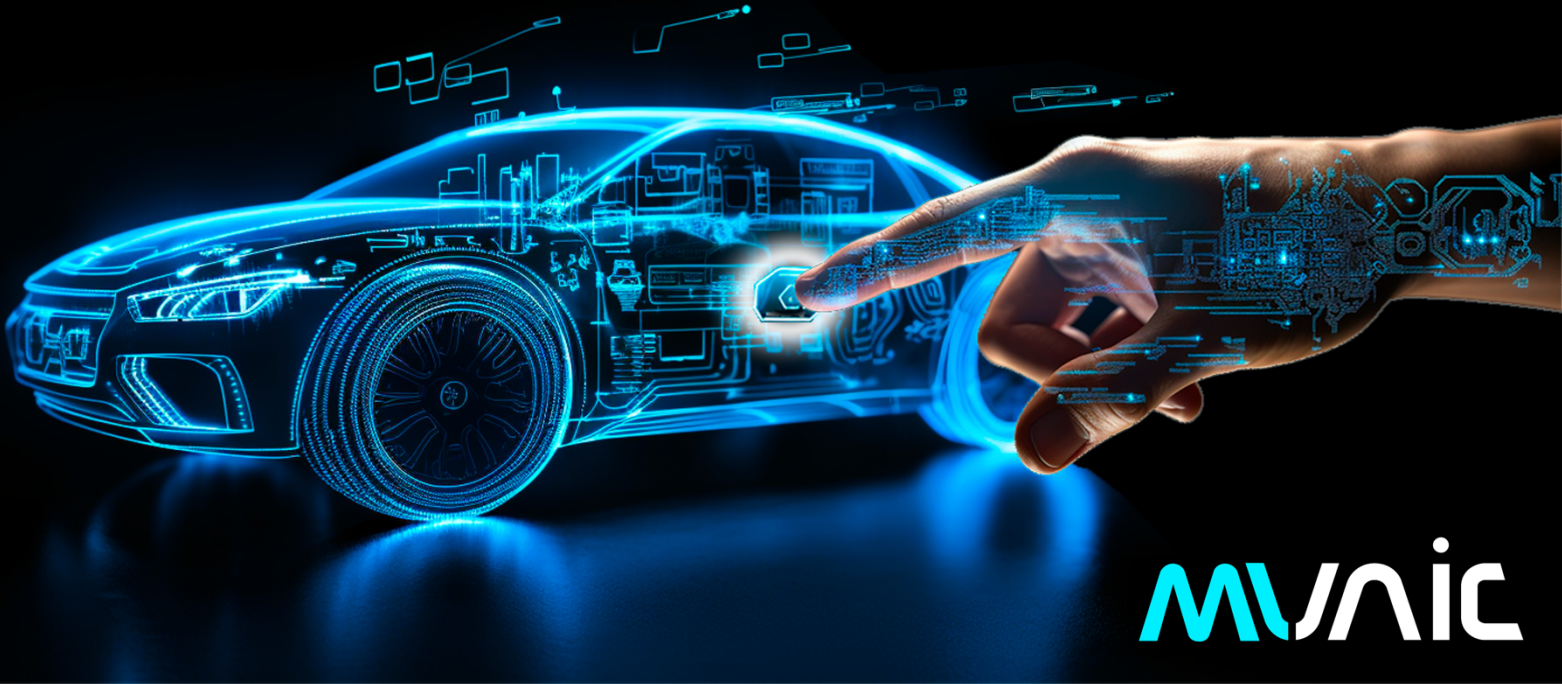


Vehicle Data Access, What really works?



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There is a **recurring debate** regarding access to vehicle data, between connecting to **automotive platforms** and **remote access via OBD**. Most frequent questions regarding the later are: will automakers shut it down or at least restrict access? Can data be accessed for all vehicles? Is it safe & reliable? Will this data access be supplanted by automakers car data platforms?...

Key events in 2023 provide some very interesting answers. On October 5, 2023, the Court of Justice of the European Union (CJEU) delivered an important ruling. In short, in a lawsuit between Stellantis and ATU + Carglass, **the court ruled that automakers cannot prevent access to OBD data** nor condition it on a subscription and/or monetary compensation.

Earlier this year, the exit and bankruptcy of the most prominent and heavily funded automaker data brokers show the limitations of those data platform projects. This refers to **Otonomo exit in February 2023** and **Weijo bankruptcy in May 2023**. Both have been significantly supported and sponsored by major stakeholders of the automotive industry.

The CJEU ruling is an important milestone. Indeed, when comparing car data access through automakers' or brokers' servers to direct access through the OBD port, our experience is that the latter is by far the most reliable, flexible and the most competitive solution.

So, what are the challenges with vehicle data platforms?

Number one is a “chicken and egg” problem. Above vendors have failed to provide consistent access to data across different makes and models because they must develop expensive technology that meets undefined market needs. For their part, to define those needs, stakeholders interested in vehicle data must try it in various scenarios, with a solution ready for deployment. This trial process is essential to understanding the potential and limitations of access to vehicle data, from a technical and ROI perspective. What makes the challenge complex is that we are speaking of large-scale trials due to the diversity of vehicles, users and usages, local regulations, ... In other words, an expensive large-scale trial **solution must be developed** and validated out of the blue, **before precise requirements** and priorities are available.

There is a **second challenge, very much technical and strategic.**

In our experience some of the most profitable business opportunities require onboard processing, not just data. In other words, **3rd parties (other than automakers) must add and operate software remotely** in vehicles, similarly as with smartphones running independently operated apps. Vehicles are not designed to support this, and we don't anticipate a change here anytime soon, for a variety of reasons. Above challenges lead to a dead end.

Our approach has been very pragmatic: there are very **mature** solutions to access any vehicle data, and it's significantly **regulated**, this is vehicle diagnostics, enabling data access through the standardized OBD port.

It's not trivial though to build a competitive & reliable solution, permanently connected including when the vehicle is in motion, and not restricted to workshop use.

It's nevertheless **the most promising one** and this is what we have been working on for more than a decade, leveraging diagnostics solutions and regulations, adding Edge computing capabilities and validating the solutions across multiple projects and **millions of vehicles** around the globe.

Access to vehicle data is still a nascent industry, but some **mature applications are now gaining ground** and combine everything one would expect: technological innovation, **positive return on investment** and prospects for **large-scale deployment**.

If you are interested, we are happy to share our experience around vehicle data access and monetization in various domains: parts wear (tire wear, brake pad wear, EV or ICE battery wear...), remote diagnostics, collision detection, driver behavior, fuel and energy consumption and forecast, telemetry, ...

Contact us: Info@munic.io.