

Here's Why Apple May Win the Automotive Infotainment Space



Cars are continually adding more technology into their dashboards, allowing users to easily control the vehicle's systems and entertainment.

And over the past few years, Apple's been slowly getting into this automotive infotainment space.

And its latest CarPlay infotainment platform is attracting a lot of attention from carmakers.

Nearly every automotive
manufacturer has made its vehicles
CarPlay compatible, or will very soon.

And while Apple faces competition
from Google's **Android Auto**
platform...

there's evidence that some automakers may prefer Apple's system.

Porsche's upcoming 911 will be
CarPlay compatible, but notably **left
out** Android Auto.

The automaker won't allow Android's platform in the new vehicle because it gathers **too much** information about the car.

Apple's CarPlay only gathers information on whether or not the vehicle is moving...

so that it knows what features should be activated and which should be turned off.

Meanwhile, Android Auto collects
much more...

“As part of the agreement an automaker would have to enter with Google, **certain pieces of data must be collected and mailed back** to Mountain View, California. Stuff like vehicle speed, throttle position, coolant and oil temp, engine revs — basically Google wants a complete OBD2 dump whenever someone activates Android Auto.”

— Jonny Lieberman, Motor Trend

OBD2 stands for the on-board diagnostics system that automotive technicians use to diagnose problems with a vehicle.

Instead of **handing over** so much information to Google, Porsche opted to simply keep Android Auto out of its new vehicle.

And if other automakers take Porsche's lead, Apple could start gaining the **upper hand** in automotive infotainment software.

Or maybe automakers could force Google to stop collecting so much car data.

The next billion-dollar iSecret

The world's biggest tech company forgot to show you something at its recent event, but a few Wall Street analysts and the Fool didn't miss a beat: There's a small company that's powering their brand-new gadgets and the coming revolution in technology. And we think its stock price has nearly unlimited room to run for early in-the-know investors! To be one of them, just [click here](#).

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