



SCROLL

Experiences Per Mile is a program for automotive technology professionals and enthusiasts, where we explore consumer-centric mobility experiences and discuss the technologies driving them. During each episode, we feature different thought leaders in the automotive industry and explore various trends around the experiences inside the vehicle.



How has in-vehicle navigation evolved to satisfy consumer needs?

Improving the in-vehicle navigation experience

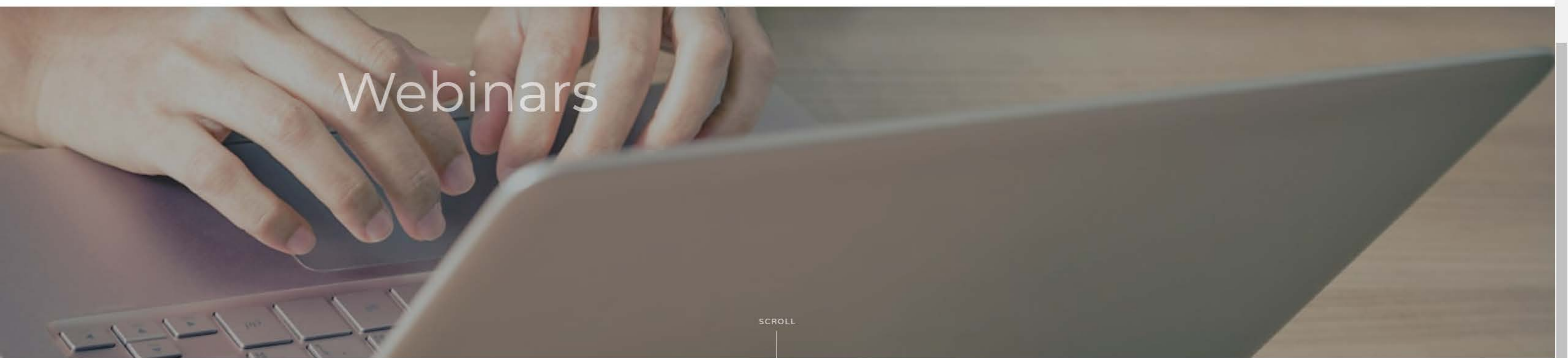


Featured in this episode is Paul Hohos, Vice President of Automotive Sales and Managing Director for Americas at TomTom. During the discussion, Paul describes how personalization is being added to embedded in-vehicle navigation to improve user experience, and much more.

EXPERIENCES PER MILE
How has in-vehicle navigation evolved to satisfy consumer needs?
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Key Takeaways:

- [1:42]: Paul explains what Experiences Per Mile means to him
- [2:30]: Why TomTom became involved in the EPM movement
- [2:58]: Why TomTom is focused on creating positive in-vehicle experiences for customers
- [3:34]: Consumer perception of embedded in-vehicle navigation
- [6:27]: How navigation has changed recently and how TomTom has contributed to this change
- [7:26]: What it will take for consumers to leave phone navigation behind



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WEBINAR 

Innovation vs Security?
A Case Study of the Automotive Sector

Thursday, June 4th, 2020 – 9am PDT | 12pm EDT | 5pm BST

 Eloy Avila, CTO Americas

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Innovation vs Security? A Case Study of the Automotive Sector

JUNE 15, 2020



Creating the First EPM Index for the Automotive Industry

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From RPM to "EPM"

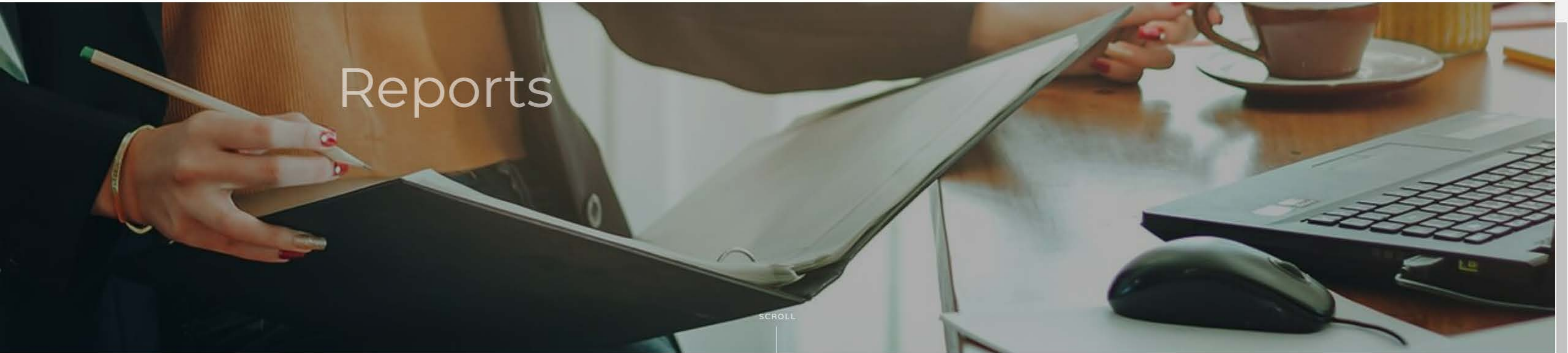
The Experiences Per Mile Advisory Council was formed to encourage collaboration among an exclusive group of automotive executives, analysts and industry insiders regarding the changing value chains in automotive being driven by the connected movement. The purpose of the Advisory Council is to uncover best practices and foster cross-industry innovation to define and improve the in-vehicle experience for consumers.



- WHO
- WHAT
- WHY
- HOW



The Experiences Per Mile Advisory Council participants are "C" level executives from OEMs, Tier-1 suppliers, third-party providers, and more. This council is an exclusive, "invitation only" group where creativity is encouraged, and an open dialogue will take place.



Reports

SCROLL

This Thought Leadership Report addresses the massive mobility transformation currently underway and diagnoses why consumers are not getting the most out of today's mobility model. The paper also explores how collaborative, consumer-centric innovation will promote better experiences, as well as the role of the **Experience Per Mile Advisory Council** in driving change, enabling this vision and developing a common approach to measuring success.

Download Report



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