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Goode Intelligence reveals 'iPhone Touch-ID moment' for the Auto Industry in its latest market analyst report, *Automotive Biometrics*

London, United Kingdom – 24 September 2020 – in the second edition of its Market Analyst Report ***Automotive Biometrics*** published today, Goode Intelligence (www.goodeintelligence.com) has revealed that the auto industry is experiencing an 'iPhone Touch-ID moment' and forecasts that the revenue opportunity for biometric systems for the automotive industry will be valued at over \$560 million by 2026.

Alan Goode, Founder and CEO of Goode Intelligence and author of the report, said “In 2017 we predicted that by 2020 a major Tier 1 auto OEM would launch a top of the range vehicle that supported biometrics. Earlier this year, our prediction was fulfilled when Mercedes-Benz announced that its latest luxury S-Class supported in-vehicle multi-modal biometric authentication. This is a very exciting time for the industry and we are delighted to share the latest updates and predictions in our new report.”

Automotive Biometrics reveals the major trends that are shaping the landscape for the auto biometrics industry from 2021-2026, the impact of the COVID-19 pandemic on the market and details the changes since 2017. Three main drivers for adopting biometric technology are identified. “Personalisation is the number one priority for auto OEMs based on authenticating drivers and passengers. This is followed by health and wellness monitoring and thirdly, in-car payments”, explains Goode.

With biometric technology being integrated in a number of areas including in-cabin, the exterior (moving away from integrating in door handles to in-glass and in the B-Pillar of a vehicle), in smartphones and with the potential for wearables, the report details that face biometrics has joined fingerprint as the preferred modality. This echoes trends already seen within other sectors. In addition, voice biometrics is viewed as a natural way to authenticate drivers and passengers when interacting with speech recognition systems. “A positive driver for deploying biometric systems for automobiles is for 'touchless' identification and authentication. This is especially important for drive-sharing and rental car delivery models. The ability to accurately identify and authenticate car users without physically touching a sensor or device is a compelling narrative in the current COVID-19 world”, says Goode.

The 178-page report includes a comprehensive review of current global adoption, market analysis including key drivers and barriers for adoption, technology analysis and profiles of companies supplying products and services in this area along with detailed

forecasts (regional and global) for auto biometric technology and revenue for 2021-2026. In addition, it features exclusive and in-depth interviews with leading experts in the auto biometrics industry.

Further information about the report can be found at

<https://www.goodeintelligence.com/report/automotive-biometrics-market-analysis-forecasts-2021-2026-2nd-edition/>

About Goode Intelligence

Goode Intelligence is a leading identity and biometrics research, consulting and events organisation founded in 2007, based in London. For more information about Goode Intelligence please visit www.goodeintelligence.com

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