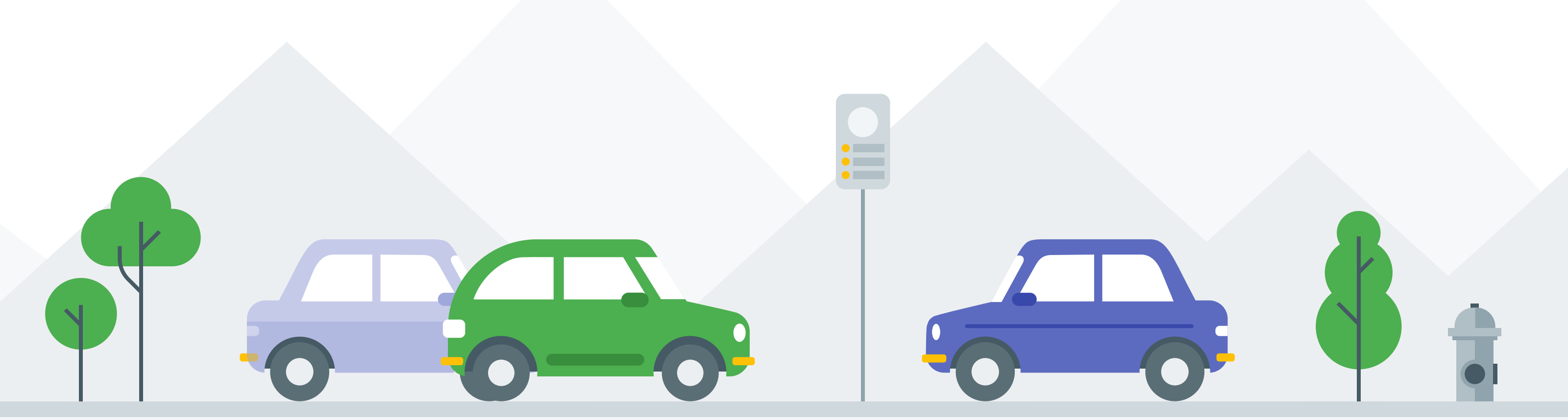


Another set of eyes

What may at first seem like a trend focused on a small slice of in-car consumer technology is actually an indication of broader societal changes in the way that drivers want to protect themselves. It's not just about the cameras. What's truly revealing is what the cameras are pointing at.



According to consumer searches, here's where onboard cameras are heading:

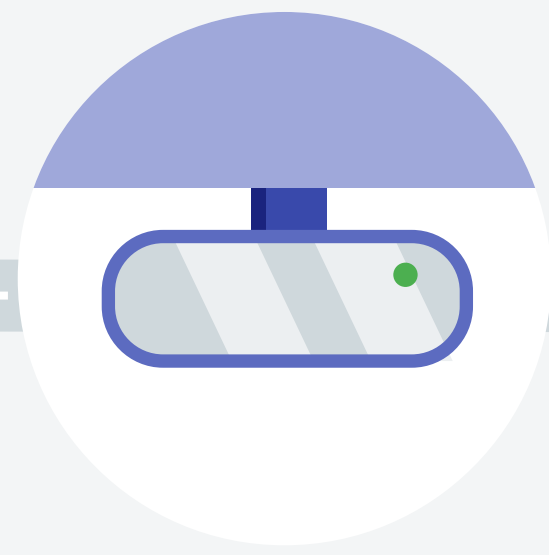


Capturing every angle

Consumers want onboard cameras that go beyond just recording the road ahead.

Front and rear
↑ **185%+**
year over year growth

360 degree
↑ **70%+**
year over year growth



Seamless integration

Consumers want sleek, integrated onboard camera solutions.

Mirror
↑ **598%+**
year over year growth

Hidden
↑ **29%+**
year over year growth



Enhanced features

Consumers want onboard cameras to be smarter, better and to do more for them.

GPS
↑ **10%+**
year over year growth

Parking mode
↑ **51%+**
year over year growth

Source

Google Internal Data, U.S., Sept. 2015-Aug. 2017.