



Nearly 72% of Americans expect their next vehicle to function like a smartphone, Verra Mobility survey finds

October 13, 2026

New 2026 survey of 2,000 U.S. drivers shows connected vehicle services have crossed into mainstream adoption, with majority active usage and growing influence over purchase decisions

MESA, Ariz., Oct. 13, 2026 /PRNewswire/ -- Verra Mobility Corporation (NASDAQ: VRRM), a leading provider of smart mobility technology solutions, today released the results of a new [national survey](#) examining how American drivers are using and thinking about connected vehicle technology. The survey of 2,000 U.S. adults who own or lease a 2019 or newer vehicle is the second such study conducted by Verra Mobility, following a baseline survey, and found that connected vehicles have moved from emerging technology to mainstream consumer expectation.



A clear majority of Americans, 72%, now expect their next vehicle to function like a smartphone, with apps and services built in. More than half, 51%, say connected features would influence their decision to buy a different make, model, or higher trim level, signaling that connectivity has become a meaningful purchase driver.

Active usage of connected services has also crossed the majority threshold for the first time, with 54% of drivers using at least one manufacturer-provided connected service, up from 49% in Verra Mobility's [2024 survey](#). Familiarity with the term "connected vehicle" rose to 69%, compared with 60% two years ago.

"The story of this year's survey is that consumers have arrived at the connected vehicle category, and they're bringing real expectations with them," said [Cathi Chinn](#), vice president of innovation, Verra Mobility. "Drivers now expect their vehicles to behave like the connected devices they use everywhere else in their lives, which puts pressure on the automotive industry to deliver experiences that justify it, especially around the embedded payments, mobility services and safety features consumers say they want most."

A generational divide is pulling the category forward

Younger drivers are leading adoption across nearly every measure in the survey:

- 67% of drivers aged 18–24 actively use at least one connected service, compared with 44% of those aged 55–64
- 69% of 18–24-year-olds say connected features would influence their vehicle purchase, versus 40% of those 55–64
- 63% of 18–24-year-olds and 61% of 25–34-year-olds find the in-vehicle digital wallet concept appealing, well above the 44% overall figure

Strong demand for embedded convenience and safety

Consumers want their vehicles to do more of the work for them, with safety leading the list of services they value most:

- 72% would value having their vehicle proactively offer trip suggestions such as locating parking, fuel or charging stations, and handling toll transactions
- 66% said not having to connect a smartphone every time they get in the car would be a valued convenience
- 51% would be comfortable with their vehicle automatically paying for tolls and parking
- 43% have already signed up for an app or service through their vehicle's infotainment system, such as parking, EV charging, or tolling
- 59% believe connected vehicles make driving safer
- 44% found the concept of a digital wallet appealing

Data trust remains a work in progress

Willingness to trade data for tangible benefits has held steady since 2024, but understanding and trust have not kept pace with adoption:

- 66% would share driving and location data for benefits like insurance discounts, automatic toll payments, and emergency services — mirroring findings from 2024
- Only 14% say they fully understand what data their vehicle collects, down from 22% in 2024
- 54% expressed at least some concern about vehicle data collection practices

To download the full report detailing the survey findings, visit: www.verramobility.com.

Survey Methodology

The data was derived from a survey commissioned by Verra Mobility and conducted online via Pollfish on May 21, 2026. The survey was completed by 2,000 U.S. adults aged 18 and older who currently own or lease a 2019 or newer vehicle. For the purposes of the survey, connected vehicle services were defined as services that utilize a vehicle's embedded communications, not a mobile phone connection. Services accessed through a smartphone such as Apple CarPlay or Android Auto were not considered connected vehicle services for purposes of this survey.

About Verra Mobility

Verra Mobility Corporation (NASDAQ: VRRM) is a leading provider of smart mobility technology solutions that make transportation safer, smarter and more connected. The company sits at the center of the mobility ecosystem, bringing together vehicles, hardware, software, data and people to enable safe, efficient solutions for customers globally. Verra Mobility's transportation safety systems and parking management solutions protect lives, improve urban and motorway mobility and support healthier communities. The company also solves complex payment, utilization and compliance challenges for fleet owners and rental car companies. Headquartered in Arizona, Verra Mobility operates in North America, Europe, Asia and Australia. For more information, please visit www.verramobility.com.

Forward Looking Statements

We describe initiatives that drive our business and future results in this press release. Such discussions contain forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"). Forward-looking statements are those that address activities, events, or developments that management intends, expects, projects, believes, or anticipates will or may occur in the future. These statements include, but are not limited to, statements regarding consumer expectations and adoption trends for connected vehicle technology, the anticipated influence of connected features on vehicle purchasing decisions, expected growth in usage of connected vehicle services, projected demand for embedded convenience and safety features, statements about generational trends in technology adoption, and assumptions about consumer willingness to share vehicle data. They are based on management's assumptions and assessments in light of past experience and trends, current economic and industry conditions, expected future developments, and other relevant factors. They are not guarantees of future performance, and actual results, developments, and business decisions may differ significantly from those envisaged by our forward-looking statements. We do not undertake to update or revise any of our forward-looking statements, except as required by applicable securities law. Our forward-looking statements are also subject to material risks and uncertainties that can affect our performance in both the near-and long-term. In addition, no assurance can be given that any plan, initiative, projection, goal, commitment, expectation, or prospect set forth in this press release can or will be achieved. These forward-looking statements should be considered in light of the information included in this press release, our Form 10-K and other filings with the Securities and Exchange Commission. Any forward-looking plans described herein are not final and may be modified or abandoned at any time.

Additional Information

We periodically provide information for investors on our corporate website, www.verramobility.com, and our investor relations website, ir.verramobility.com.

We intend to use our website as a means of disclosing material non-public information and for complying with disclosure obligations under Regulation FD. Accordingly, investors should monitor our website, in addition to following the Company's press releases, SEC filings and public conference calls and webcasts.

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