

# Verizon Is Turning Any Car Into A Connected Car With Hum

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Car makers are building all sorts of connectivity into their cars. And for older cars, a number of startups like Automatic, Zubie and Mojio have emerged with gadgets that let people turn their plain old dumb cars into a connected car.

Now Verizon is jumping into the game with Hum. A direct-to-consumer product, Hum is designed for drivers to be able install themselves in older cars. Hum consists of two pieces of hardware: a cellular modem that users plug into the diagnostics port and a Bluetooth-connected speaker that's placed on the visor.

Connected to a car's diagnostic system, the device is supposed to be able to predict car issues and tell the car owner about them before anything problematic should arise. In the Hum app, it shows information like miles per gallon, vehicle health and battery level. The car owner receives daily, weekly and monthly reports on the car's health.

Verizon is also embedding Hum with a number of services: roadside assistance, emergency assistance, mechanic hotlines, parking location reminder and stolen vehicle finder. If the driver gets an accident and doesn't report anything, for example, the Hum system will assume something is wrong and contact local emergency services. Verizon will even try to sell you hotel discounts through Hum.

Hum launches today. The hardware is valued at \$120, but will cost consumers \$15 a month for a subscription plan.

Verizon is getting into this consumer facing business because the company sees a demand from consumers in getting older cars hooked up to the Internet, said Andrés Irlando, CEO at Verizon Telematics. “There’s over 150 million vehicles on the road today that don’t connected car capabilities,” he said. “Our research shows that over two-thirds of consumers are interested in the connected car experience. We see this as an opportunity to address an unmet need.”

Wireless carrier providers like Verizon and [AT&T](#) T +3.03% are quickly finding cars to be a growth area for subscribers on their networks. Verizon currently counts [Mercedes-Benz](#) and Volkswagen as customers in its telematics business. Hyundai and Toyota also use Verizon’s wireless network. Verizon got into the business in 2012 when it bought Atlanta-Georgia-based Hughes Telematics for \$612 million in cash.

“We’re investing heavily given the growth you see in not only the Internet of Things but specifically in the telematic space,” said Irlando. “It’s an important area of growth Verizon.”