

# Domino's leans into in-car payments with Apple CarPlay tie-up

Article

**The news:** Domino's customers can now order a pizza from their car dashboard, thanks to a tie-up with **Apple CarPlay**, [per a press release](#).

- Drivers who have downloaded the Domino's iOS app on their iPhone can access the feature.

- From the dashboard system, they can either “Tap to Order” a saved order or “Call to Order” via their hands-free system.

**The in-car opportunity:** Car commerce is gaining momentum.

- We expect **151.4 million people will drive connected cars** this year, per our forecast. Of those, **47.6 million drivers will use Apple Carplay**—edging out Android Auto users, at 30.7 million.
- Behind fuel payments and parking, order-ahead is one of the most compelling use cases for such systems. Limiting the functionality to saved orders and hands-free calling could also reduce the risk of distracted driving, compared with trying to navigate a mobile app behind the wheel.

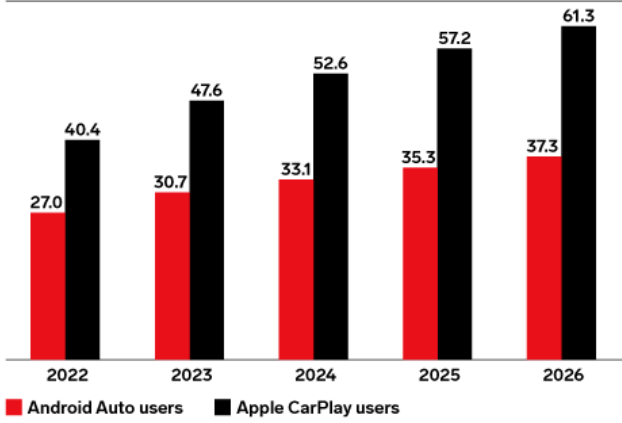
Other firms are racing to stake a claim in the in-car greenfield. Apple has sealed deals with the likes of **Chevron** and **Panera**; **Amazon and General Motors** are working on an in-car payments feature; and **Google Pay, Stripe**, and **Fiserv** have all forged in-car partnerships.

**The opportunity:** Domino’s is leaning into one of its stronger business lines to support sales. Price hikes **crimped delivery sales last quarter** as consumers shifted to carryout to avoid added fees.

Domino’s has been an industry leader in enabling ordering from an array of unconventional formats, **even over Slack**. But embedding ordering opportunities where it’s convenient—like when someone’s driving home from work—could help boost sales and encourage repeat customers.

## US Android Auto vs. Apple CarPlay Users, 2022-2026

millions



Note: ages 14+; licensed drivers who drive a connected car and have accessed its internet-enabled features at least once in the past year  
Source: Insider Intelligence, Aug 2022

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