

CONSUMERS & THE CONNECTED CAR



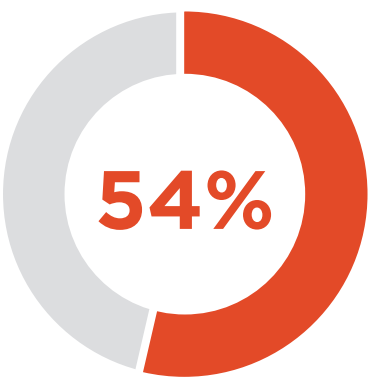
We surveyed 1,000 consumers from all 50 states in a scientific-grade study.

UNFAMILIARITY WITH CONNECTED CARS

Nearly 6 in 10 are unfamiliar with Connected Cars.

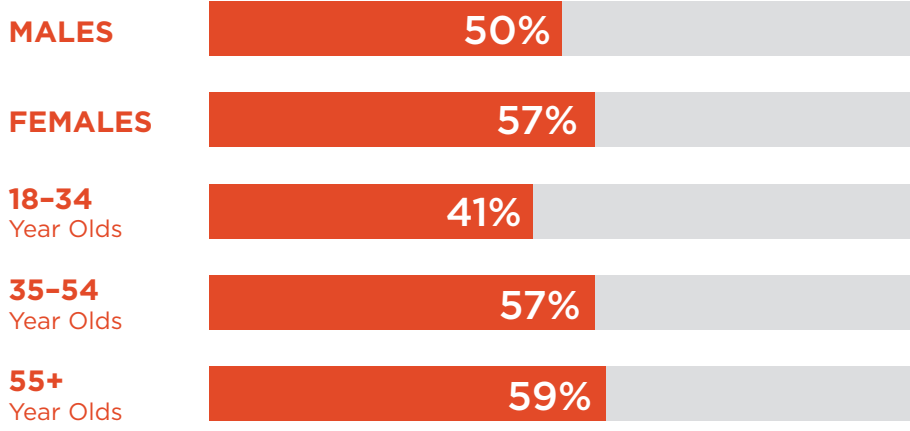


58%
CONSUMERS



Have NOT used Connected Car features

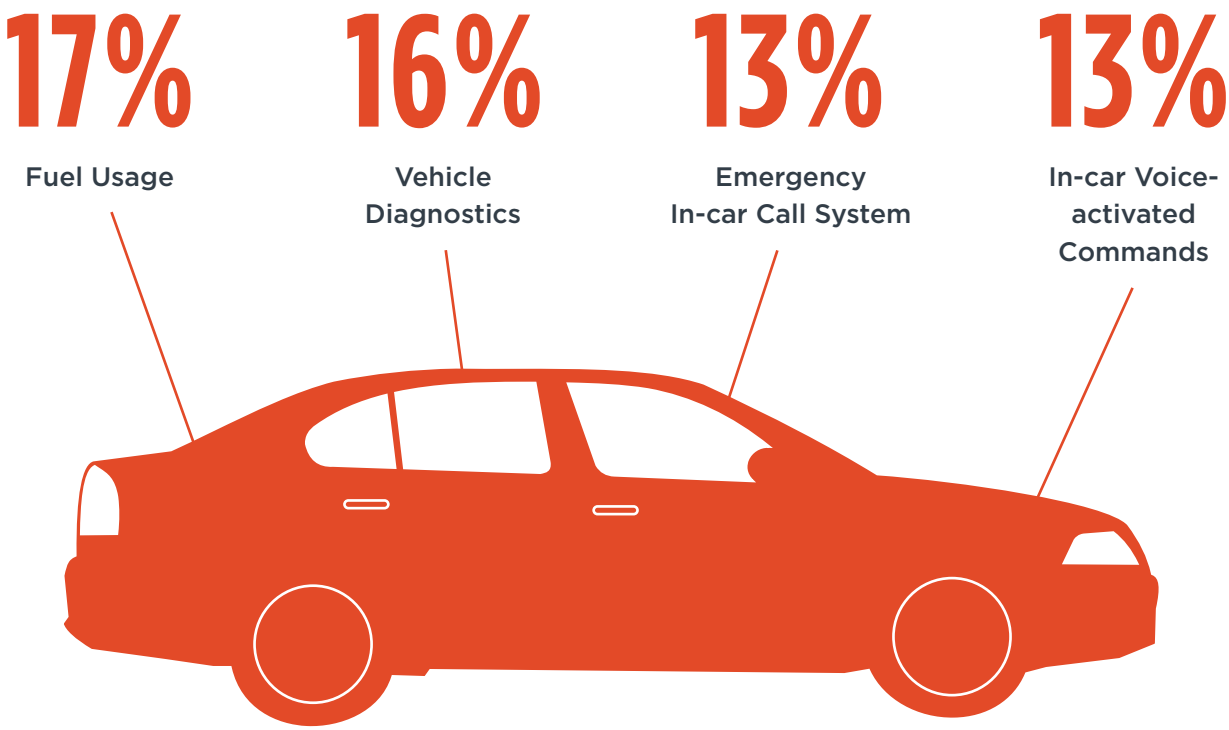
The demographic breakdown



18-34 Year Olds

Consumers most likely to use Connected Car features.

Out of those who are using Connected Car features, these are the most common usages:



CONSUMERS ARE INTERESTED IN CONNECTED CARS

Despite low familiarity, consumers are interested in Connected Car benefits. Half of consumers (51%) want Safety and Security Features in a Connected Car over any other features.



#1

Safety and Security Features



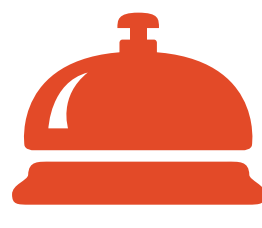
#2

Car Maintenance Features



#3

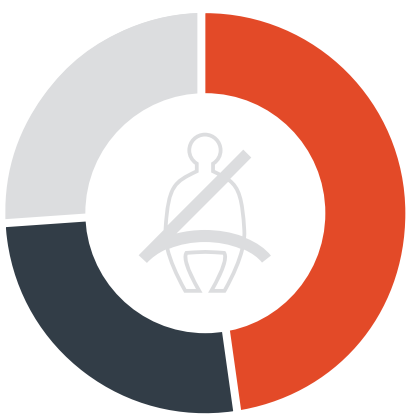
Easy Driving Assistance Features



#4

Concierge Service Features

Which Safety and Security Feature would you want the most?



48%

Emergency call system for assistance using GPS in the car

26%

Ability to quickly recover a stolen car using GPS in the car

Which Car Maintenance Feature would you want the most?



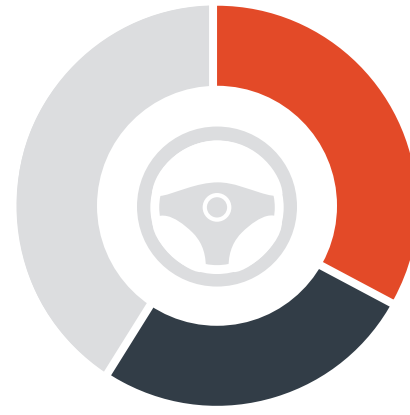
68%

Ability to see vehicle diagnostics and your car's maintenance needs

14%

Ability to monitor fuel usage patterns

Which Easy Driving Assistance Feature would you want the most?



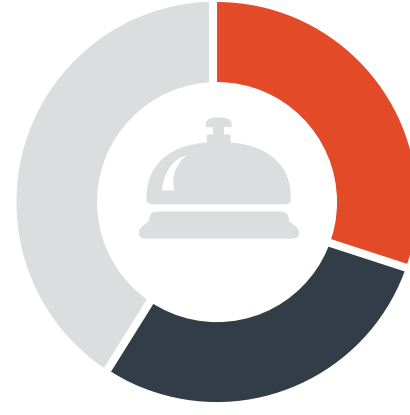
33%

A car that can brake on its own to avoid an accident

26%

Real-time navigation based on live traffic and road conditions

Which Convenience Feature would you want the most?



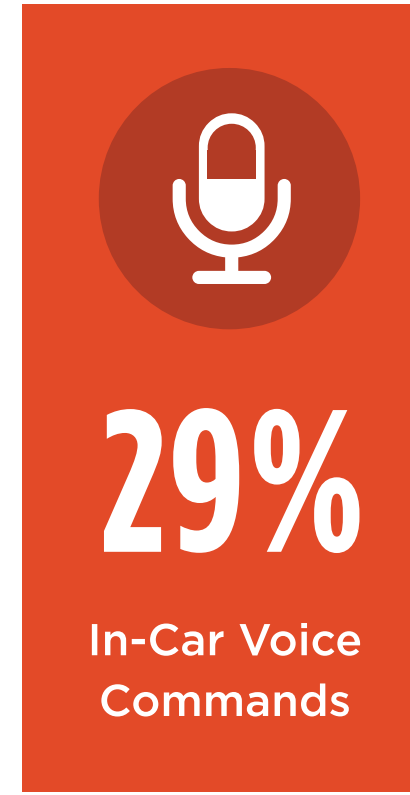
30%

Ability to easily locate your car using a mobile app and GPS in the car

29%

In-car voice commands to make calls or re-route navigation directions

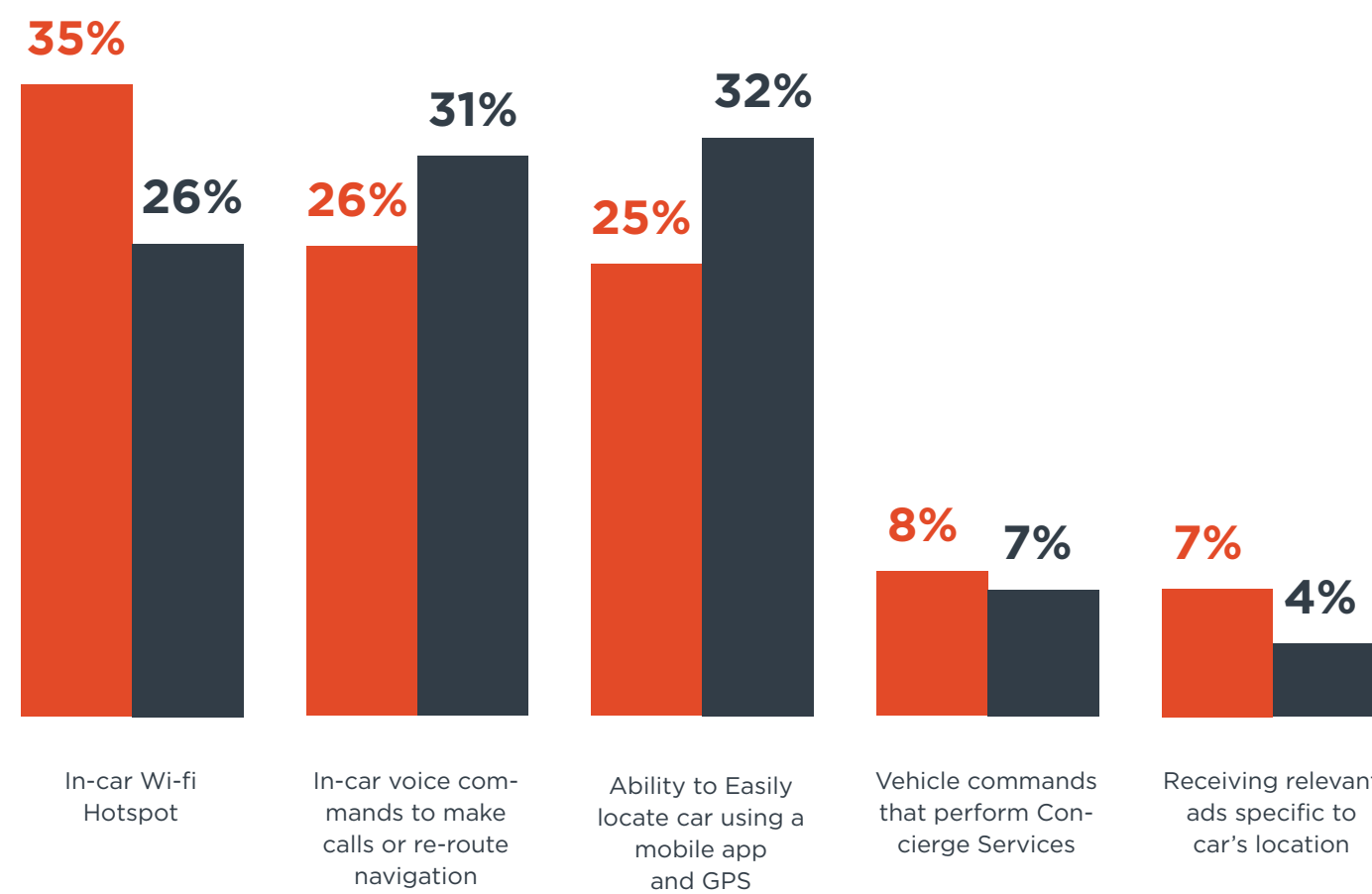
Consumers overall are divided over Ideal Convenience Features.



CONNECTED CAR: PARENTS VS. NON-PARENTS

Parents prefer in-car hotspot while Non-parents favor ability to easily locate their car using a mobile app.

PARENTS **NON-PARENTS**

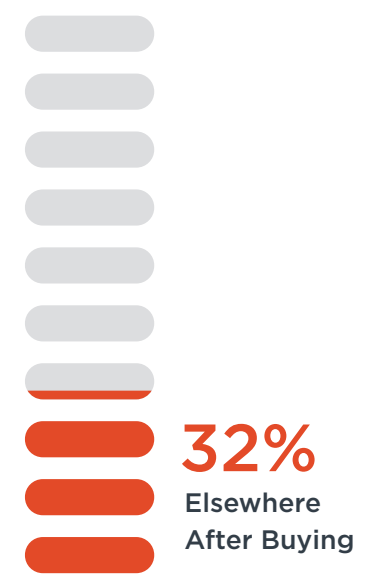


PAYING FOR CONNECTED CAR FEATURES

How would you prefer to pay for Connected Car features?



I would like to pay all at once through the dealership when I purchase or lease a car



I would like to pay as additional features that I buy from a separate company after purchasing or leasing a car

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