WHAT DRIVERS WANT

Understanding what features drivers want in their connected car.

CARS ARE CHANGING

Tomorrow's vehicle will be a 'connected car'

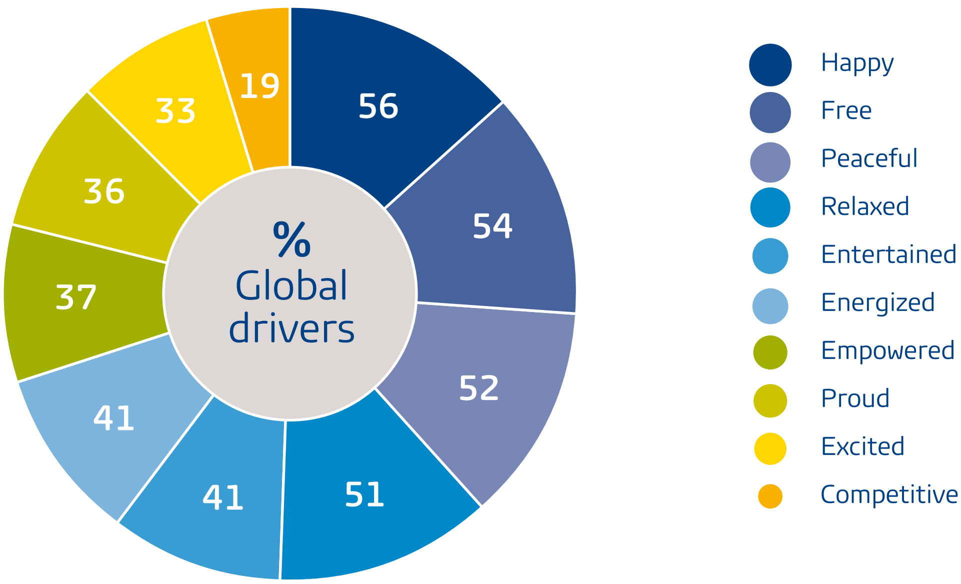
Features of the connected car include safety and entertainment systems supported by WiFi, for example. However which of the many features on offer will consumers actually want? To help manufacturers gain insight into the future of driving, we carried out a major international study of 5,800 consumers across six markets – Brazil, China, Germany, Russia, the UK and the USA – to understand their current attitudes towards driving and their thoughts about expected future innovations. As well as exploring their opinions on technological innovations, we asked them which features they would be prepared to pay for. The results show both similarities and differences in drivers' expectations in various markets. Understanding these will be crucial to succeeding in this evolving marketplace. in this evolving marketplace.

56% of drivers describe themselves as being 'happy' and 54% feel 'free' when they are in the car

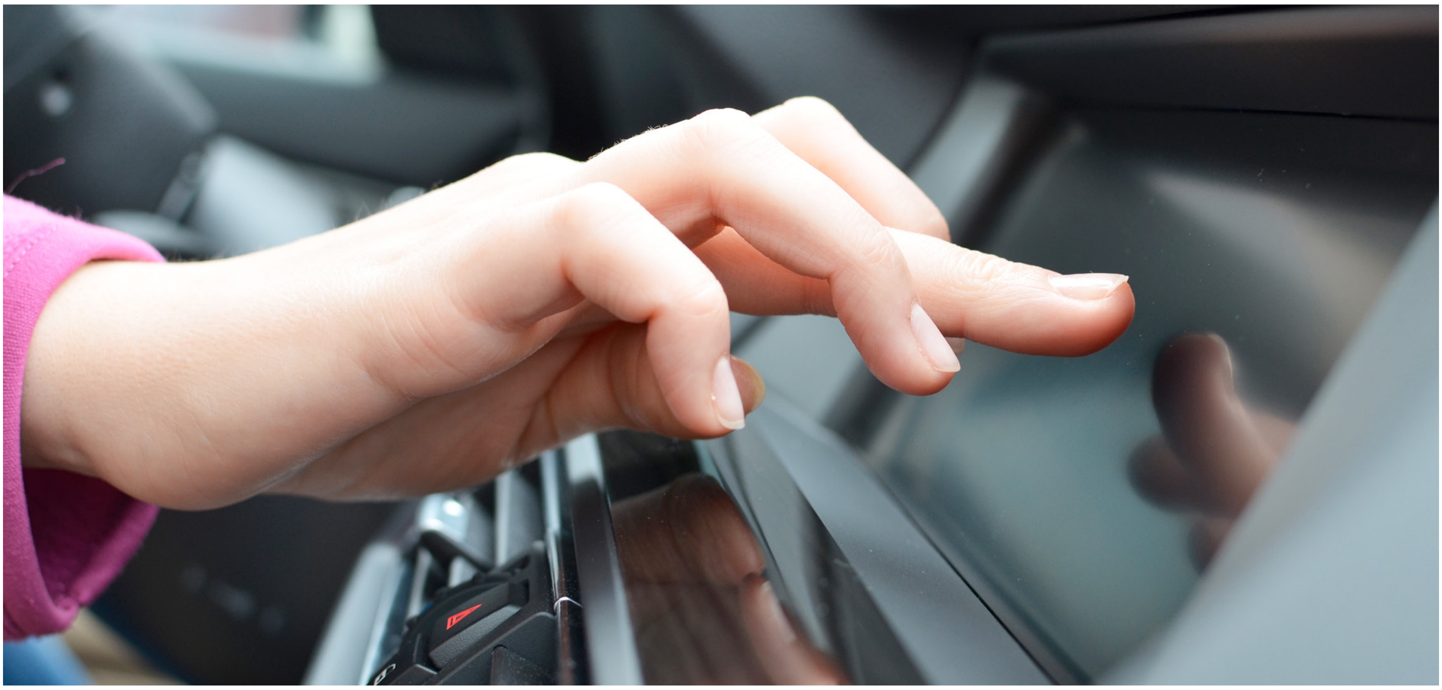
How we feel behind the wheel
Drivers across the world are typically happy and the emotions most readily associated with driving are positive. Globally, 56% of drivers describe themselves as being "happy" and 54% feel "free" when they are in the car.

Germans have the most positive attitudes toward driving. In contrast, the Chinese have a more emotional relationship with driving, displaying disproportionately high positive and negative emotional responses in comparison with consumers in other markets.

How we feel behind the wheel

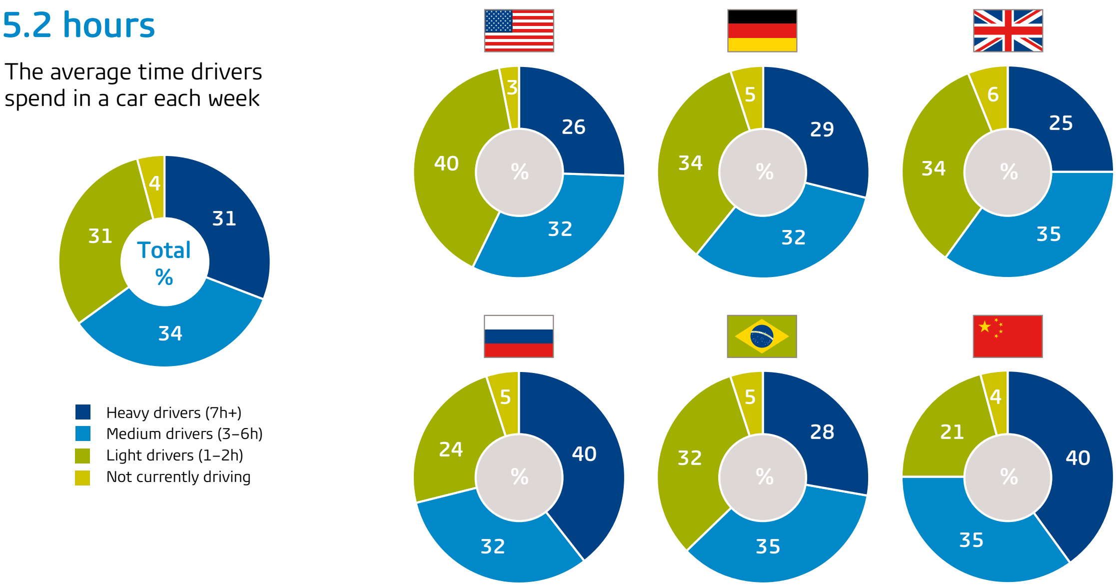


Source: GfK Connected Car study, 5,800 consumers aged 16 and over, November 2014 (Brazil, China, Germany, Russia, the UK and the USA)



Time spent behind the wheel
On average, drivers in our survey spend in excess of five hours every week in the car. Those in Russia and China spend more time in the car, with 40% of drivers in these countries sitting behind the wheel in excess of seven hours a week. The corresponding share for other markets is around 25%.

Time spent behind the wheel
In China and Russia, 40% spend more than seven hours per week behind the wheel



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MAIN CONCERNS EXPRESSED BY DRIVERS AND PASSENGERS

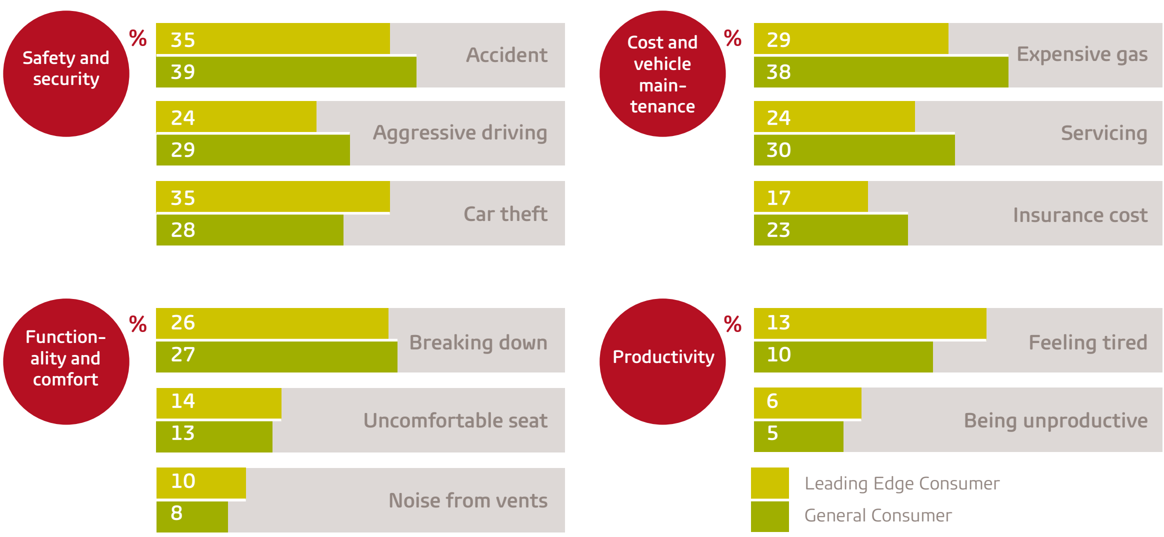
Do we still drive just for fun?

Driving destinations
While work and education account for a large proportion of time spent in the car, leisure pursuits and shopping account for much of the remainder. A total of 30% use their car to get around in their leisure time on an almost daily basis, while close to one in five (19%) say they like to drive "just for fun". Russians are significantly more likely to indulge in driving for leisure purposes – 47% use their car to get to places in their leisure time, compared with an overall average of 30% – and they are significantly more likely to use the car on a daily basis just for fun.

Driving pain-points
While there is undoubtedly substantial demand for these features amongst consumers globally, they do not offer the same potential to meet drivers' emotional needs. When bringing these concepts to market, it will be important to differentiate between concepts that appeal on a purely functional level and those that have scope to tap into drivers' more deeply held emotional needs.

Russians are significantly more likely to indulge in driving for leisure purposes

Main concerns expressed by drivers and passengers
Safety and security are most important to drivers



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PAIN-POINTS BY COUNTRY

Georgraphical analysis of pain-points reveals interesting contrasts

Respondents in China, Brazil and Russia all highlight security as a particular concern, above all with regard to road accidents, traffic and theft. For example, Russian drivers are almost twice as likely to be concerned about being involved in an accident or stuck in traffic compared with British drivers. Drivers in Germany, the UK and the USA more greatly associate the cost of driving as a pain-point. There is a larger appetite amongst drivers in these markets for cars with new fuel economy features compared with those in Brazil, China and Russia.

Key requirements for cars include safety and freedom

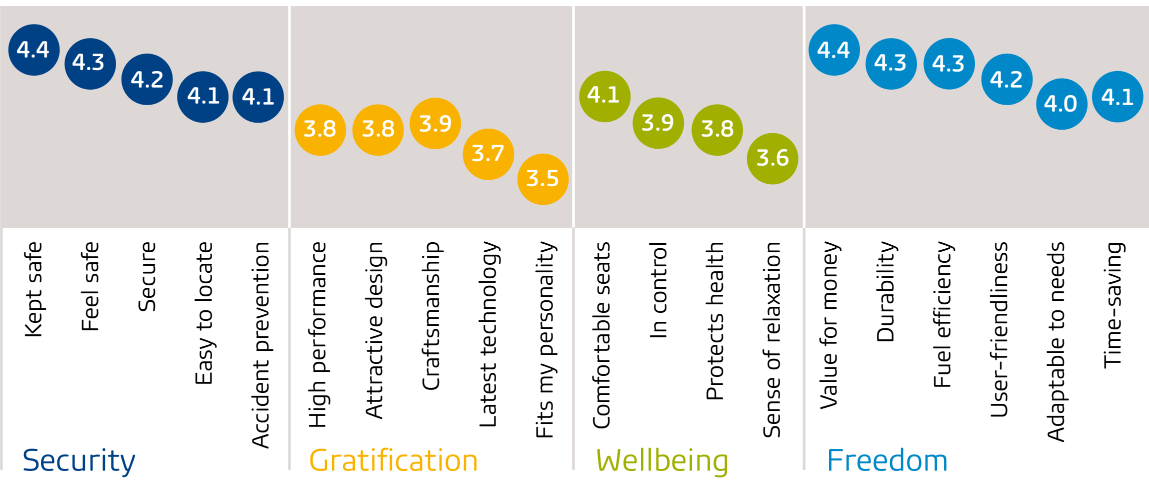
So what do drivers want from a connected car? When we asked drivers about a series of requirements and benefits, we were able to dig beneath the surface and identify their deeper motivations. In common with other findings in our survey, features which make drivers feel safer are of paramount importance among all respondents. A feeling of "total safety for all passengers" ranks the highest at 84%, ahead of accident prevention at 74%. Innovations that make drivers feel genuinely safer behind the wheel will have widespread appeal in all markets. However, in addition to a need for safety, value for money is also important to drivers. The majority (85%) cite value for money as a need, making it the highest ranked attribute by one percentage point over safety. Equally important were durability (84%), saving money (i.e. it is fuel efficient) (82%) and user-friendliness of the car and its technology (80%).

The array of technological possibilities

Given the vast array of technological possibilities and varying degrees of consumer enthusiasm across different markets, the challenge for manufacturers is to decide where to invest. When we look at Security, Gratification, Wellbeing and Freedom as an index, we can see which features meet key areas of need. Safety features will become standard hygiene factors, driven by the sheer weight of consumer expectation and fierce competition between manufacturers. It's important for brands to understand which other attributes meet consumer needs – and here we see Freedom rank highly – namely value for money, durability, fuel efficiency and user-friendliness. Overall, Gratification and Wellbeing are less important and the automotive manufacturers of tomorrow will want to ensure they understand these consumer viewpoints.

Security and freedom areare key need areas, with safety and value-for-money being top benefits for drivers across all markets

The car should meet the following needs



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Breakdown of features that are important in different countries

Active Safety	Emergency braking	70%	-6%	-4%	-12%	+5%	+6%	+12%
	Emergency calling	68%	-2%	-4%	-10%	+1%	+8%	+10%
	Pre-incident preparation	67%	-12%	-3%	-12%	+10%	+11%	+12%
	Automatic steering	63%	-8%	-7%	-11%	+7%	+10%	+12%
	Car-to-car connection	55%	-14%	-18%	-19%	+11%	+9%	+11%
Control	Self parking controls	67%	-11%	-2%	-11%	+5%	+10%	+11%
	Sense and comunicate key data	65%	-10%	-13%	-11%	+16%	+10%	+11%
	Windshield display	61%	-10%	-11%	-12%	+13%	+10%	+13%
	Usage limiter	55%	-22%	-27%	-24%	-13%	+4%	-1%
Personal assistant	In-car voice recognition	56%	-3%	-7%	-8%	-2%	+13%	+11%
	Car servicing alerts	46%	-10%	-19%	-15%	+13%	+23%	+12%
	In-car concierge services	28%	-1%	-13%	-7%	0%	+13%	+13%
Behavioral tracking	Car CCTV	41%	-7%	+1%	+12%	+39%	+29%	+35%
	Car blackbox	61%	-21%	-24%	-16%	+7%	+8%	+14%
	In-car biometrics	62%	-12%	-5%	-16%	+9%	+13%	+13%
	In-car and event recorders	56%	-15%	-15%	-12%	+17%	+10%	+20%
Entertainment & communication	Point of interest search	57%	-11%	-8%	-11%	+6%	+12%	+12%
	In-car wifi hotspot	56%	-5%	-18%	-8%	+6%	+12%	+13%
	In-car entertainment center	47%	-7%	-17%	-5%	+6%	+15%	+12%
	Cabin communication/accoustics	47%	-4%	-12%	-9%	+2%	+13%	+13%

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Drivers ready to embrace new concepts

There is much excitement around the car of the future and the possibilities it will present. But to what extent is the interest in emerging technologies and capabilities actually shared by the target market?

Our research showed that around half of respondents welcome new concepts. However, as is the case across the rest of our study, drivers are most attracted by features that will enhance their car's safety. "Ultra Safe" (a car that makes driving as safe as possible through connectivity with other cars, cruise control, integrated cameras) was the most appealing of the seven concepts we tested, at 87%. "Data tracker" (a vehicle that tracks usage, runs diagnostics, checks repair costs, automatically records accident data) was the second most popular, recording a rating of 79%.

Once again, our study revealed a number of regional differences: behavioral tracking features are rated as high as control and active safety in Brazil, China and Russia. Consumers in China are particularly keen to embrace features such as in-car CCTV as well as video and event recording. While additional safety features emerge as the clear "catch all" in terms of future feature development, it is clear that there are differing expectations and needs across the markets. These need to be met if the car of the future is to fulfill expectations around the world.

FAVORITE FEATURES OF THE CONNECTED CAR

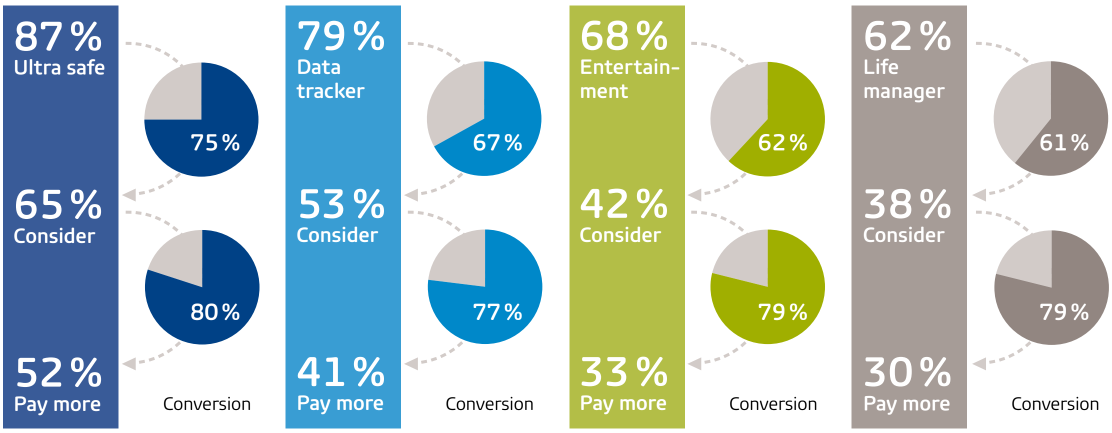
The future is here now. Drivers certainly want it to be.

There was great enthusiasm for the new concepts, including the fact that a significant number of drivers who are considering buying a new car will base their next purchase decision on features such as "Ultra Safe" and "Data Tracker". Of the 87% who see the appeal of "Ultra Safe", two thirds (65%) would consider buying based on the feature and just over half (52%) would be prepared to pay more for it.

The appeal of "Data Tracker" is not quite so pronounced, as only 41% would be prepared to pay more for the feature. With interest around the connected car concept having already translated into significant enthusiasm amongst consumers, these results underline the importance of bringing these concepts to market quickly. Manufacturers need to deliver the vision within a time-frame and cost structure that is acceptable to consumers and, most importantly, equipped with the features that the mass market actually desires. So what are the most appealing features?

For the concepts with the highest overall appeal (Ultra Safe and Data Tracker), consumers are evidently taking these into consideration for their next purchase

Of those considering new car concepts, a high proportion say they are also willing to pay more



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German brands expected to become trailblazers
Our survey clearly shows that a large number of consumers share the vision of the connected car and eagerly await its arrival. But who do they expect to deliver this vision? German luxury brands feature in all markets, with BMW among the top three automotive brands in all six countries surveyed. Along with BMW, Google features in the top three nominated brands in each market, suggesting that consumers expect new partnerships between traditional car manufacturers and leading technology firms to be necessary in order to make the connected car a reality.

When asked which technology brands would be likely to work with car manufacturers to provide the best in-car experiences in the future, respondents were divided between the four: Samsung, Google, Apple and Microsoft. Securing the right technological partnerships will have a huge bearing on which manufacturers will become leaders in this market. While German engineering is perceived as a clear front-runner on the automotive side, consumer opinion concerning which technology provider represents the most exciting option is divided, suggesting that this is still "all to play for".

Consumer perspective on the top brands for connected cars

German luxury brands are considered to be the most likely to lead future connected car developments

In summary
Consumers all over the world eagerly await the arrival of the connected car on the market. With this enthusiasm comes expectation. Manufacturers and technology companies alike must work hard if they are to deliver on this vision. Through our work with 5,800 car users, we have shown that expectations differ significantly by market. What is viewed as an added feature in one market is perceived as a commodity in another. The challenge is to be led by consumer needs and wants, rather than by what the technology offers.

To achieve commercial success with connected cars, it is important to understand the nuances of local markets and to deliver features that will be relevant in each market. Consumers are keen on many of the concepts associated with the car of the future. However, as our research has shown, many expect these to be provided at no extra cost. Having the insight to distinguish between those features that are hygiene factors and those that provide true differentiation will be crucial to achieving success as the automotive sector ventures into a new era.

Get our Connected Car report
Download our **free preview report** or get the full insights in our global report, which is available to purchase now. It contains detailed market-by-market analyses and brand-specific insights.

Background Leading Edge Consumer
See our infographic about the **Leading Edge Consumers** and how they are driving the connected car market. Leading Edge Consumers are most likely to shape the future. They are early buyers who are passionate about the auto-tech industry and/or influence others.

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GfK's automotive industry experts provide insights into today's markets and consumers' demand of tomorrow by looking at consumer, retail and media data. Combining deep global industry skills with proven market research expertise, GfK turns research into smart business decisions for automotive companies to create winning strategies that translate into revenue.

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