



AUTONOMOUS VEHICLES

A long and winding road to mass adoption

Our study of Gen Y (aged 17-30) in Germany found that owning a car was **no longer a priority**. Autonomous driving and electric mobility is seen as the **future**.



In our 2016 Connected Technology study, **82%**¹ of American consumers claimed that **having the latest technology was important when looking to buy a new car**.

65%² of respondents **do not** find the idea of autonomous driving appealing if it cannot be used after drinking alcohol.

There are two main routes for autonomous vehicles:

1. low speed "pods" that will run on dedicated lanes, suitable for ultra-urban areas.



2. production models made by the major OEMs (As more autonomous features are added, these models will lead the way to the total driverless experience.)

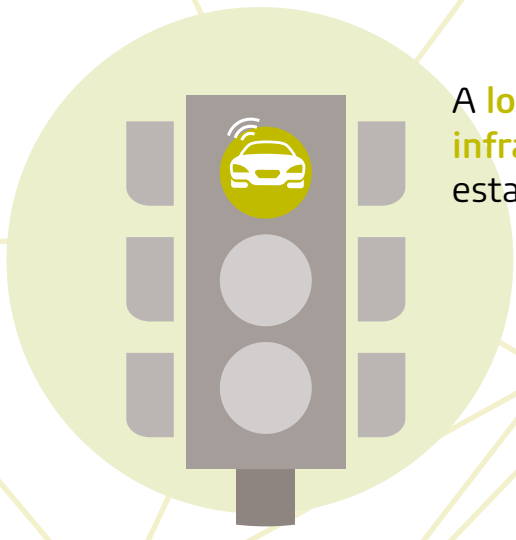


The four key challenges to achieving mass market take-up:

Many consumers remain **unconvinced** about autonomous vehicles.



Legal, insurance and compliance frameworks need to be established.



A local and global safety infrastructure needs to be established.



The technology is still in its **infancy**.

Our autonomous driving experts say:

THE ROAD AHEAD FOR AUTONOMOUS CARS IS LONG AND WINDING.



At present, there is a mismatch between **what the consumer wants and what the technology can deliver**. Consumers expect to be able to switch off and allow the car to do the work, and to be **100%** safe.



But we are long way from this scenario. The key to success is to **understand what different consumers want, and match that to evolving technology.**



Source:

^{1,2} GfK Connected Cars Study, 2015