TECHnalysis Research
Car Tech Survey Report

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- Complete Results
  - Methodology
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Key Findings From Survey of 1,000 US Car-Owning Consumers

- Consumer interest in auto tech growing, but slowly
- More interest in incremental tech features than advanced ones
- Tech-related safety features are most important
- Autonomous features of more interest than electric/hybrid engines
  - Clear opportunity to separate autonomous features from drivetrain type
- Huge amount of consumer fear and uncertainty around autonomous features
- Ridesharing impact on car purchase extremely minimal
- Tech branded cars have strong potential appeal

Consumer Car Facts

1.6
Cars Per Household
On Average

8.4
Years
Average Car Age

Top 5 Car Models

- Toyota Camry
- Honda Accord
- Ford F150
- Toyota Corolla
- Honda Civic

Top 5 New Car Types

- SUV
- Luxury SUV
- Compact Car
- Full-Size Car
- Sedan

354
| 100 | 100 |
| 100 | 54 |

Miles Driven
Per Week

$31,173
Expected Average
Purchase Price
For Next Car

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Feature Importance Rankings

Traditional Car Features
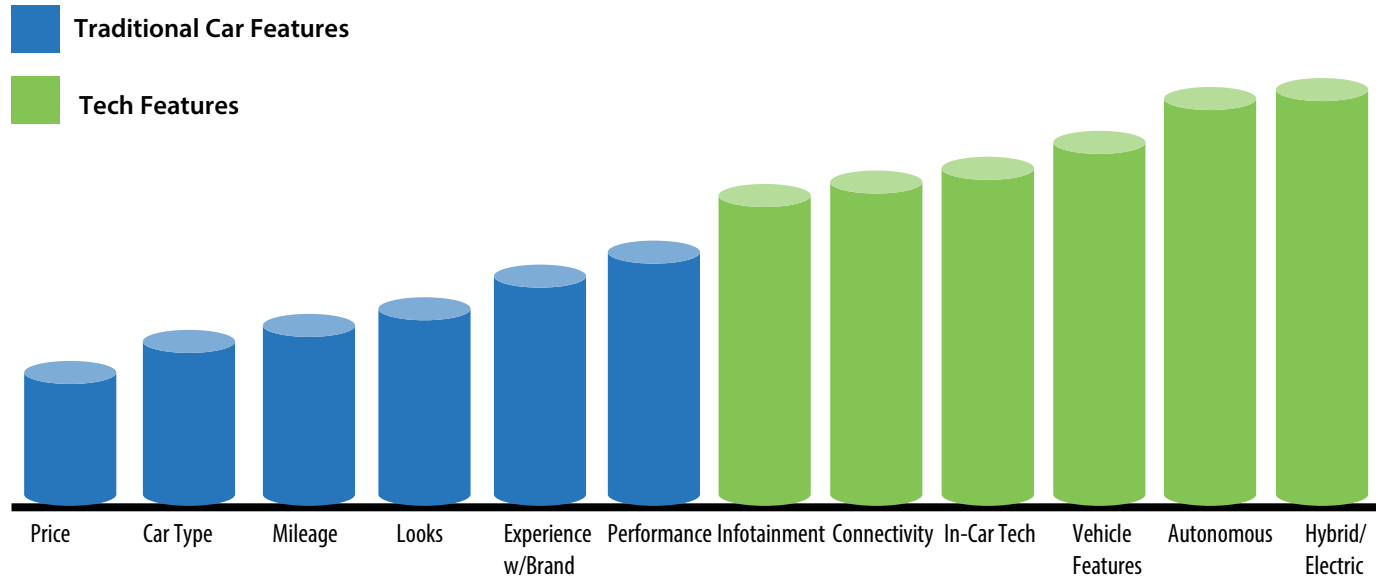
Tech Features

Consumers focused on traditional car features before tech.

Within tech, more basic features rated higher.

Autonomous features and hybrid/electric drivetrains were dead last in terms of importance for future car purchases.

Price | Car Type | Mileage | Looks | Experience w/Brand | Performance | Infotainment | Connectivity | In-Car Tech | Vehicle Features | Autonomous | Hybrid/ Electric

(Lower is better)

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TECHNOLOGY INTEREST

40%

People Interested in

Autonomous Features

Biggest Concerns

Safety

Too Early

Too Expensive

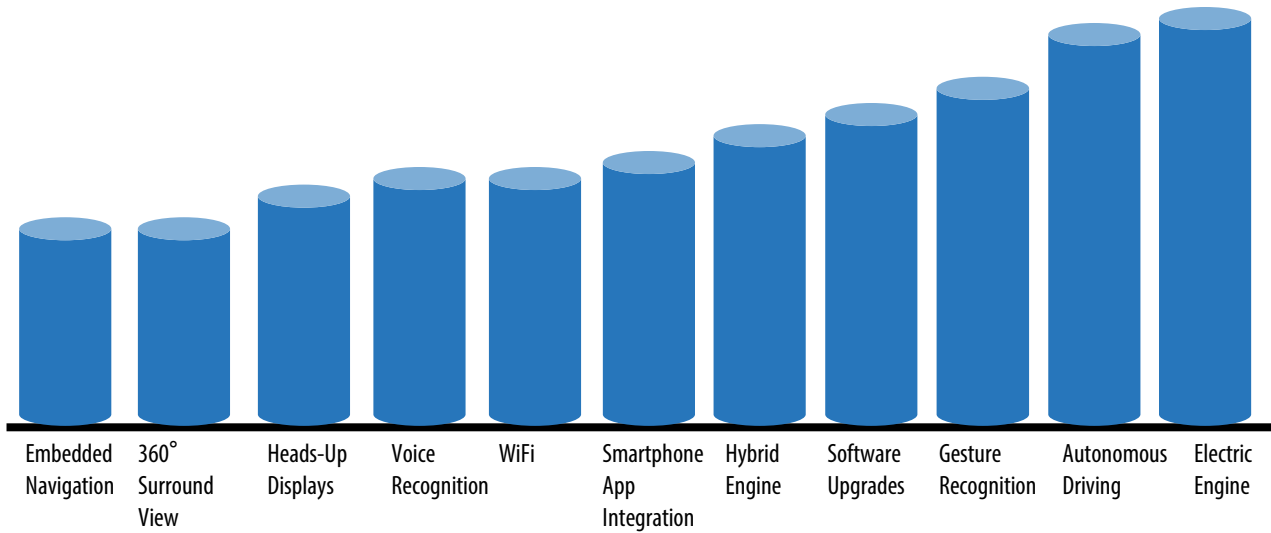Don't Like Style of Autonomous Cars

Biggest Concerns

Too expensive

Not enough charging stations

Afraid of running out of power

Can't/won't install charger at home

Too early

TECHNOLOGY INTEREST

33%

People Interested in

Electric Engines

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Top Automotive Tech Features

Embedded Navigation · 360° Surround View · Heads-Up Displays · Voice Recognition · WiFi · Smartphone App Integration · Hybrid Engine · Software Upgrades · Gesture Recognition · Autonomous Driving · Electric Engine
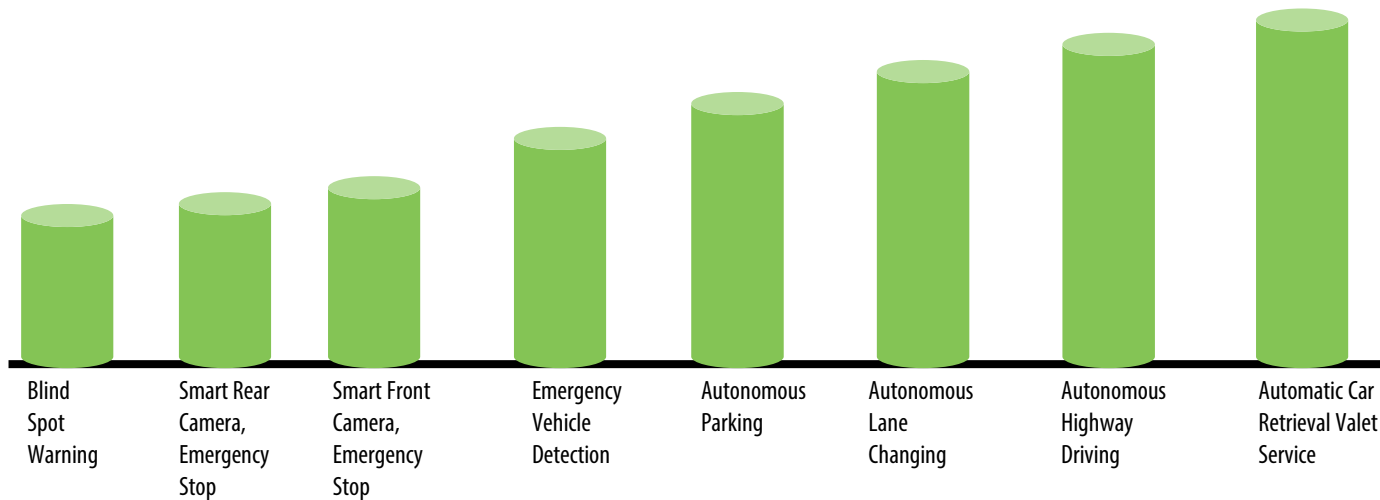
(Lower is better)

Several popular tech characteristics are incremental advancements designed to improve the in-car experience.

Strong interest in safety-related tech features such as surround view with blind spot detection.

Interest in hybrid and electric engines was low on average, although hybrid engines had the most #1 ratings. Numerous lower ratings brought down its average.

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Top Autonomous Driving Features

Blind Spot Warning | Smart Rear Camera, Emergency Stop | Smart Front Camera, Emergency Stop | Emergency Vehicle Detection | Autonomous Parking | Autonomous Lane Changing | Autonomous Highway Driving | Automatic Car Retrieval Valet Service

(Lower is better)

Within autonomy and assisted driving, consumers strongly favored safety-related features such as smart cameras with emergency braking.

Advanced autopilot-style features were considered much less important.

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RIDESHARING USAGE

80%
People Who
Don't Use Ridesharing

RIDESHARING APPLICATIONS

Percentage of
Supplemental Usage
Such as
After Drinking,
While Traveling

75%

CARS AS A SERVICE

8%
Ridesharing Users Who See
Potential Impact
From Ridesharing on their
Next Car Purchase

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TECH CAR BRAND PREFERENCE

52% People Who Would Give at Least **Modest Consideration** To Purchasing a **Apple-Branded Car**

12% People Who Would **Definitely Buy** An Apple Branded Car

11% People Who Would **Definitely Buy** A Google Branded Car

TECH CAR BRAND PREFERENCE

59% People Who Would Give at Least **Modest Consideration** To Purchasing a **Google Branded Car**

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AUTONOMOUS CAR CONCERNS

61%

Percentage of Comments That Had

Concerns or Fears

About

Autonomous Car Technologies

"I am very interested and excited to see what they come up with."—Survey Respondent

"I think the features for added safety are more important than any of the rest of the developments."—Survey Respondent

"Super amazing technology, however it seems to me that there are a lot of kinks that need to be worked out before they're put on the market." —Survey Respondent

CAR TECH EXCITEMENT

Percentage of Comments That Had

39%

Positive Thoughts

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