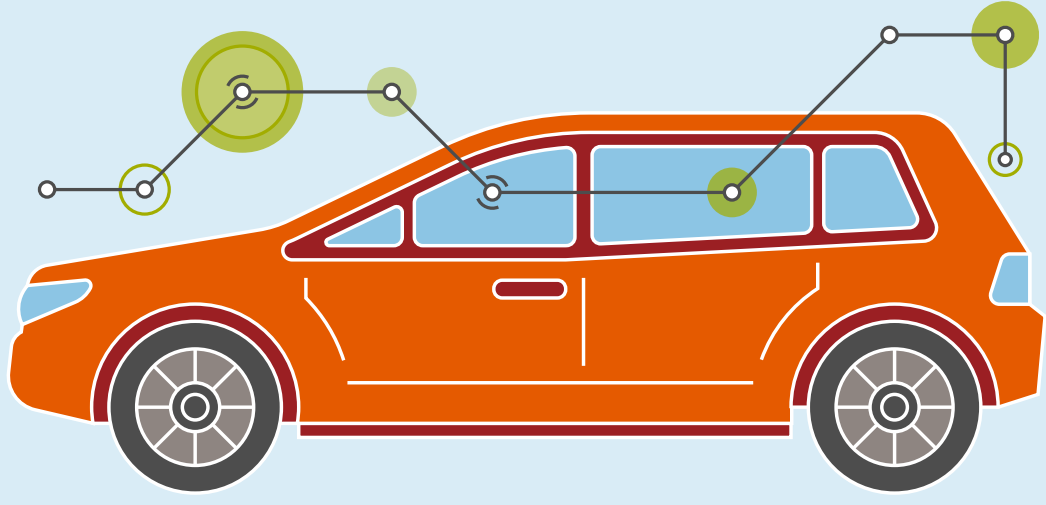


THE CONNECTED CAR: WHICH FEATURES DRIVERS WANT



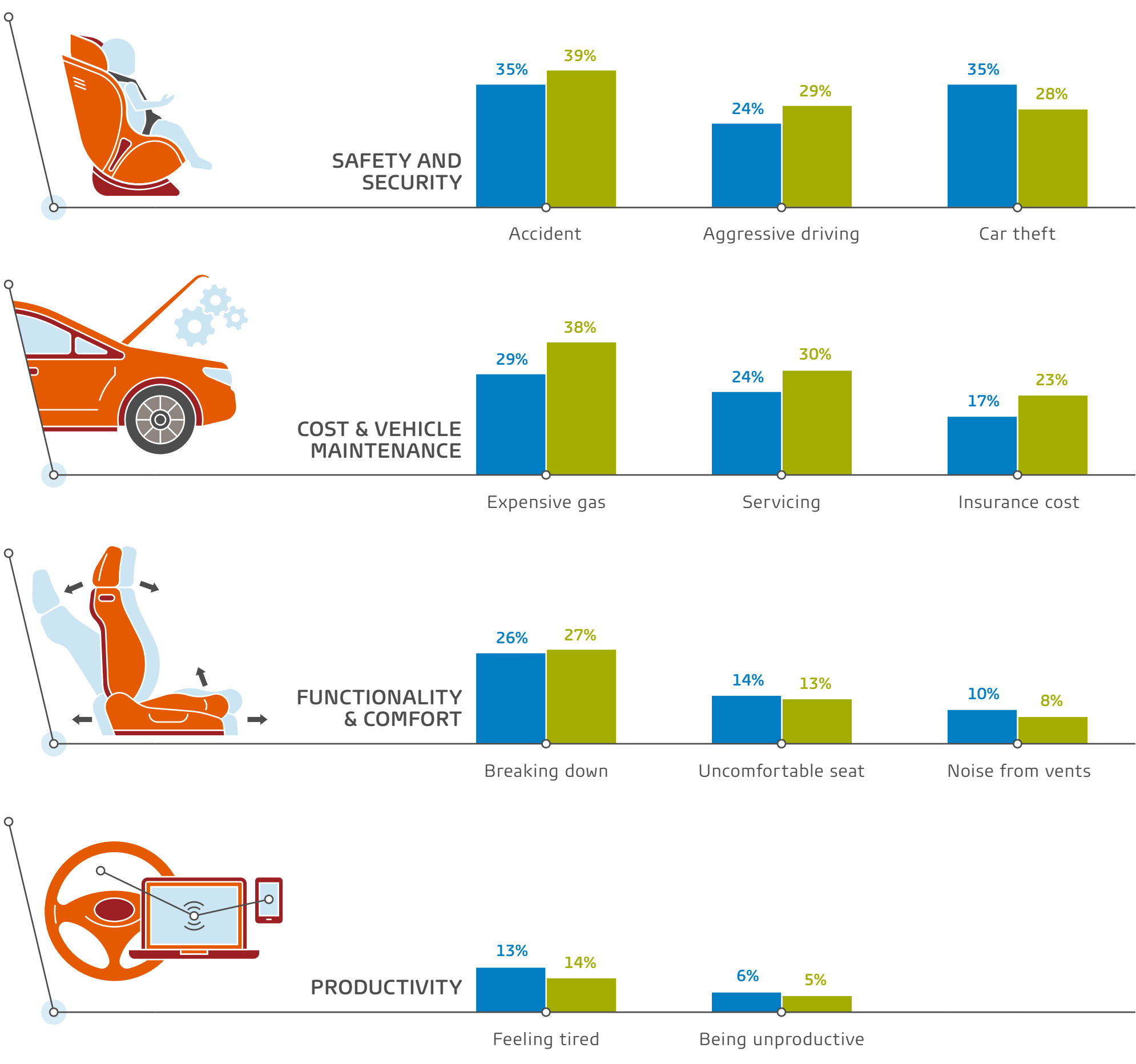
CARS ARE CHANGING: tomorrow's vehicle will be a "connected" car with safety and entertainment features supported by Wi-Fi. But which of the many features on offer will consumers actually want? We asked consumers in Brazil, China, Germany, Russia, the UK and US to find out.



TOP CONCERNS OF DRIVERS AND PASSENGERS

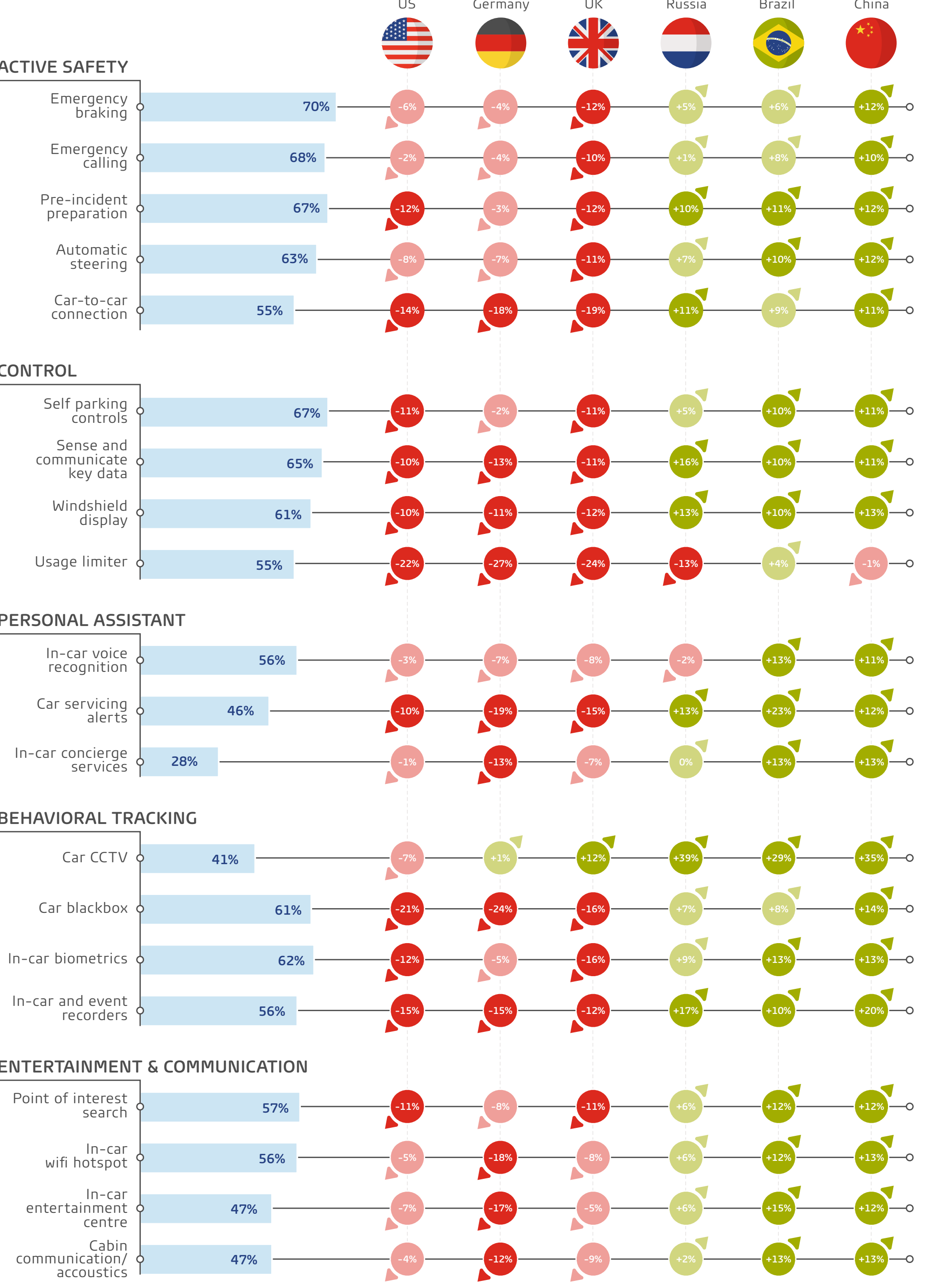
Safety and security are most important to drivers

Leading Edge Consumers*
General consumers



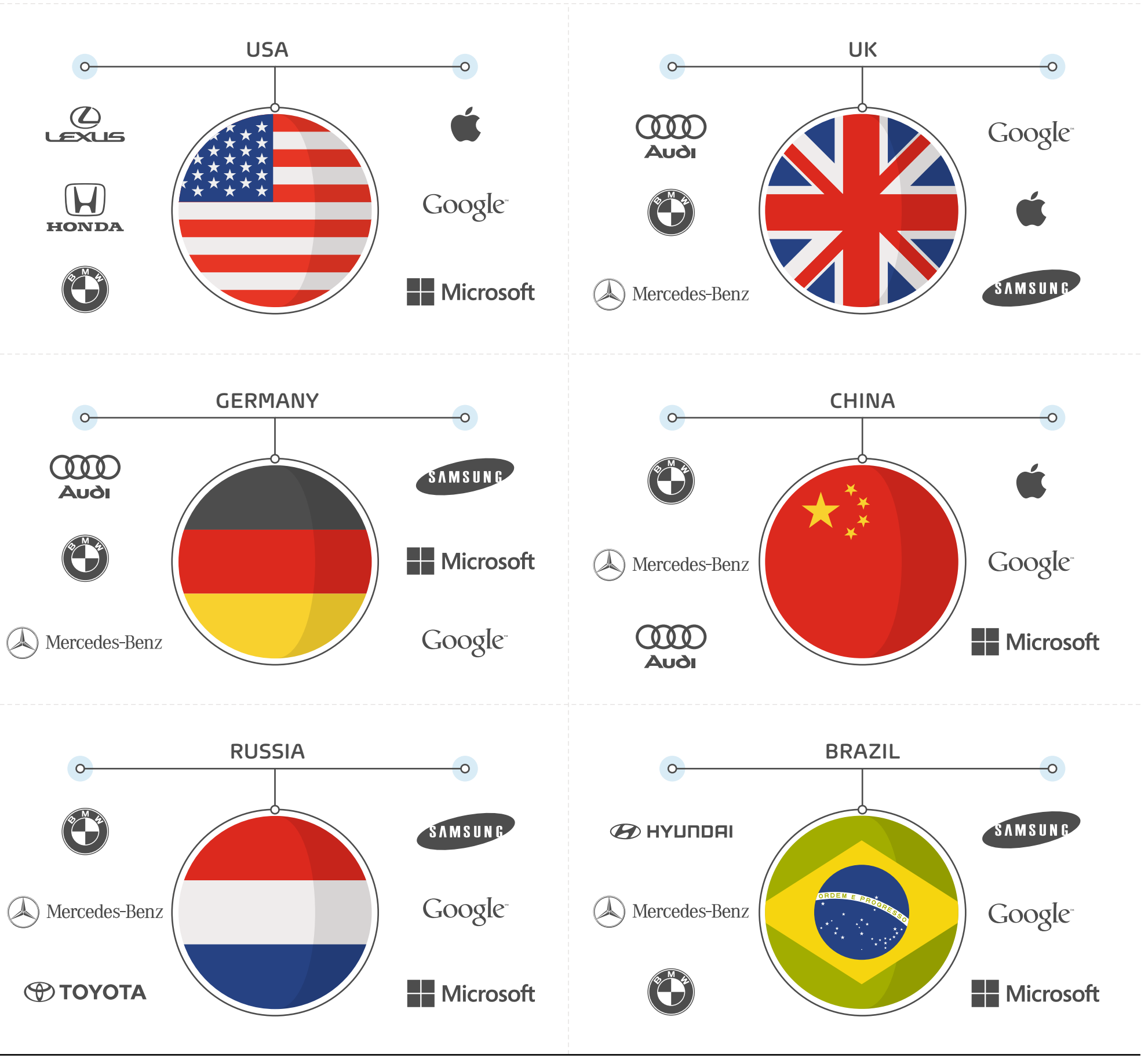
DIFFERENTIATING INTERESTS IN FEATURES PER COUNTRY

'Behavioral tracking' features are rated as high as 'control' and 'active safety' in Russia, China and Brazil



TOP BRANDS FOR THE 'CONNECTED CAR' IN THE MIND OF CONSUMERS

The main tech brands do not differ drastically by market. BMW and Google are both featured in the top 3 for all markets



IN SUMMARY

Consumers are ready for the connected car.
The challenge is to be led by consumer needs and wants, rather than by what the technology can do.
Having the insight to distinguish between those features that are hygiene factors and those that provide true differentiation will be crucial to achieving success in this 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 analysis and brand specific insight.
For your definitive guide to the road ahead or any further information, **contact us**.