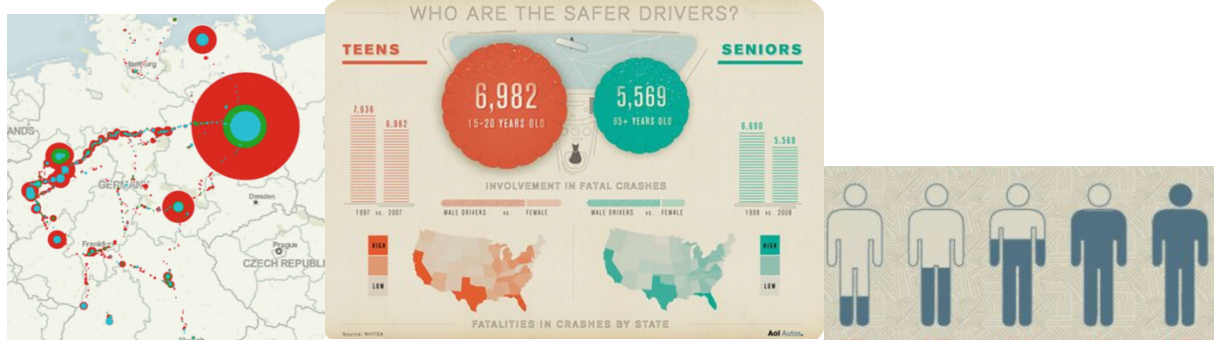
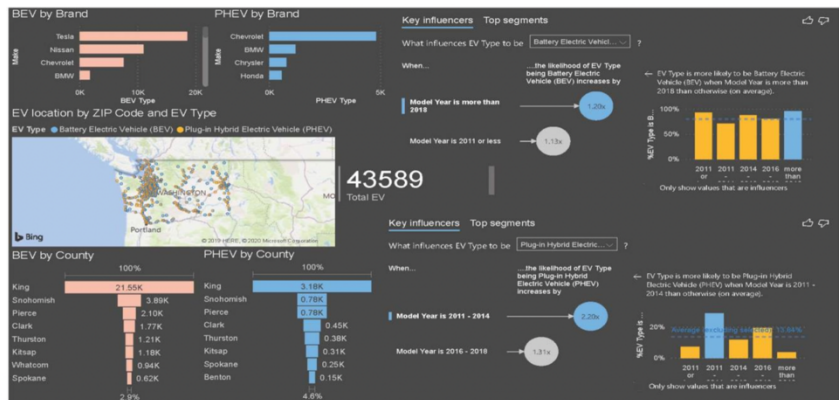
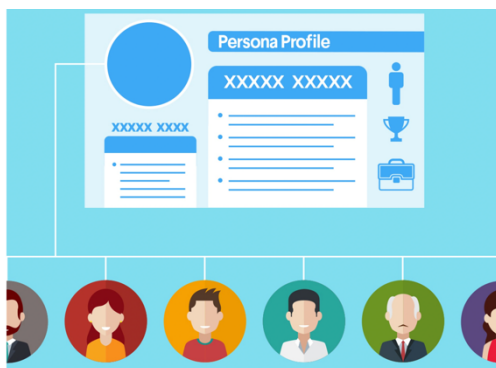


Allgemein:



Zum Themengebiet:



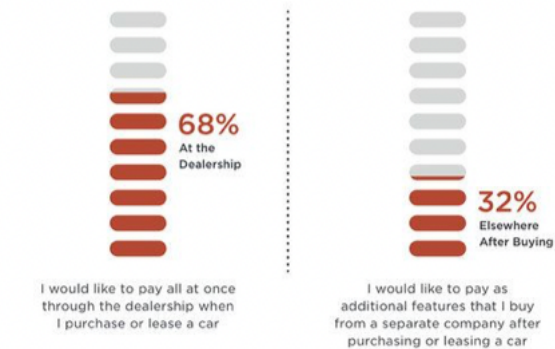
Which Easy Driving Assistance Feature would you want the most?



Which Convenience Feature would you want the most?



How would you prefer to pay for Connected Car features?



17% Fuel Usage
16% Vehicle Diagnostics
13% Emergency In-car Call System
13% In-car Voice-activated Commands



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.

