

MILLENNIALS WANT SMART, CONNECTED AFFORDABLE CARS

ROAD SAFETY AND FUEL EFFICIENCY ARE KEY



85% OF MILLENNIALS BELIEVE THEY WILL OWN A CAR IN 2025

WHAT KEY CHALLENGES DO THEY SEE FOR THE AUTOMOTIVE INDUSTRY?

59.3%

Build a sustainable car, with a focus on environmentally friendly technology

55.7%

Build an affordable car that can keep up with the latest technologies

31.5%

Build a smart car with higher levels of connectivity (with other cars, traffic systems, portable devices, etc)

WHAT CHANGES WOULD THEY MOST LIKE TO SEE IN MOBILITY BY 2025?

47.4%

Smart safety features (e.g. sensors/cameras that detect invisible danger)

39.0%

Communication with other cars to anticipate and adapt to sudden changes

33.5%

Vehicles that adapt CO2 emission levels to the environment within which you're driving

WHAT ABOUT THE TIRES?

41.2%

Tyres that have a sensor informing the driver when to change the tyres, or when there is any problem

32.9%

Extremely fuel efficient tyres

30.9%

Sensor technology in tyres that allows your tyres to adapt to different environments

AUTONOMOUS CARS PROS AND CONS

DESIRED LEVEL OF AUTONOMY

40.6% Some level of autonomy: cruise control, anti-lock brakes

37.1% Medium level of autonomy: you do not need to control steering

22.4% High level of autonomy: vehicles capable of driving unaided

FUTURE BENEFITS OF AUTONOMOUS CARS

60.9% Reduce traffic accidents

41.9% Enable a stress-free ride

39.7% Reduce traffic jams

BIGGEST HURDLE TO AUTONOMOUS CARS

55.5% Reliability

45.7% Affordability

38.5% Security & privacy concerns