Shifting Into Gear: New Car Buyers’ Preferences and Expectations with the Automated Vehicle

New Car Buyers are Bullish on Automated Vehicle Adoption

The statistics below are reflective of responses from new car buyers in the U.S.

- 52% expect to own at least one self-driving automobile in the next 10 years.
- 35% of those who expect to own a self-driving automobile said all vehicles they own will be self-driving within the next 10 years.

Awareness of available ADAS and active safety features is low

**PERCEPTION**
- 21% believe electronic stability control is currently available on all vehicles.

**REALITY**
- 100% of vehicles since the 2012 model year come standard with electronic stability control.

**TODAY**
- Airbags: The top safety feature respondents believe is currently on their vehicle.

**IN 10 YEARS**
- Automated/ADAS features: The top safety features respondents think will be on their vehicle in the future.

New car buyers see reduced traffic accidents as main benefit of automated vehicles, but concerns remain about lack of control

**AUTOMATED VEHICLE TOP CONCERNS**
- Lack of control: 72%
- Safety: 72%

**AUTOMATED VEHICLE TOP BENEFITS**
- Reduced traffic accidents: 61%
- More free time: 55%
- Lowered stress: 55%

This data is a sampling of 1,000 U.S. based residents, aged 18 and older, who purchased/leased at least one vehicle within the last two model years, and intend to buy/lease a new vehicle again.