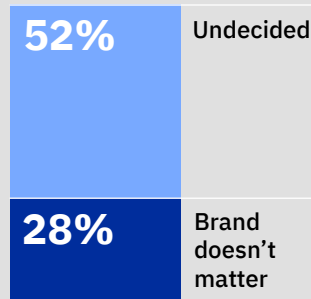


Automotive 2030 Japan

Accelerating on
the digital highway



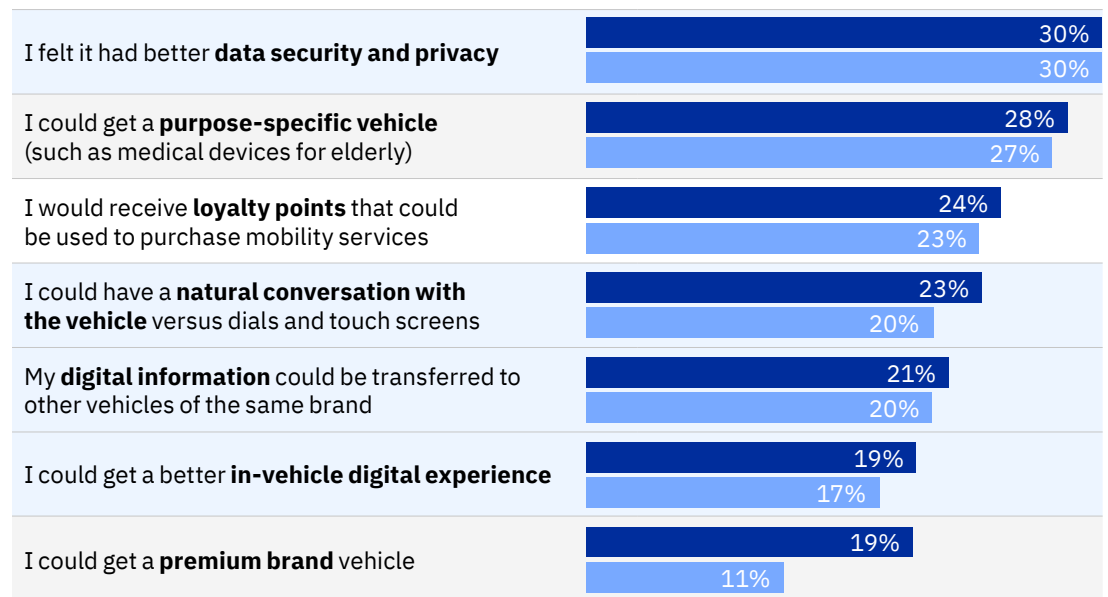
What happens to the brand in an autonomous, mobility-as-a-service paradigm?



28% of Japanese consumers say the brand wouldn't matter to them—cost and convenience are most important. Another 52% were undecided.

But Japanese consumers say the brand could matter if it can provide other experiences—especially those enabled by digital technologies

I would request a specific brand if...



Functionality Digital Physical Other Urban Rural

Personalized digital experiences will create consumer loyalty to their brands, otherwise automakers risk the possibility of sinking into irrelevance.

To learn more, visit
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Source: Automotive 2030 Consumer Survey. Q: When thinking about an e-hailing service that uses self-driving cars, how important is the brand to you? Rank 1 to 5. 4/5 responses.

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