I would request a specific brand if...

- I felt it had better data security and privacy: 57%
- I could get a purpose-specific vehicle (such as medical devices for elderly): 54%
- I would receive loyalty points that could be used to purchase mobility services: 53%
- I could have a natural conversation with the vehicle versus dials and touch screens: 50%
- I could get a better in-vehicle digital experience: 49%
- My digital information could be transferred to other vehicles of the same brand: 49%
- I could get a premium brand vehicle: 48%

But consumers are willing to look beyond cost and convenience if the brand can provide other experiences—especially digital.

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.

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

48% of consumers say the brand wouldn’t matter to them—cost and convenience are most important.

80% of consumers say the brand would matter to them if...

- They could get personalized loyalty points
- They could experience new technologies
- They could receive a new vehicle
- They could receive a personalized digital experience
- They could get a better in-vehicle experience

But consumers are willing to look beyond cost and convenience if the brand can provide other experiences—especially digital.

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Automotive companies need to provide personalized experiences that will create loyalty to their brands—or risk sinking into irrelevance.