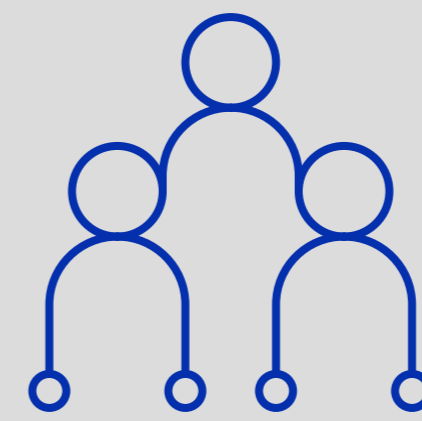
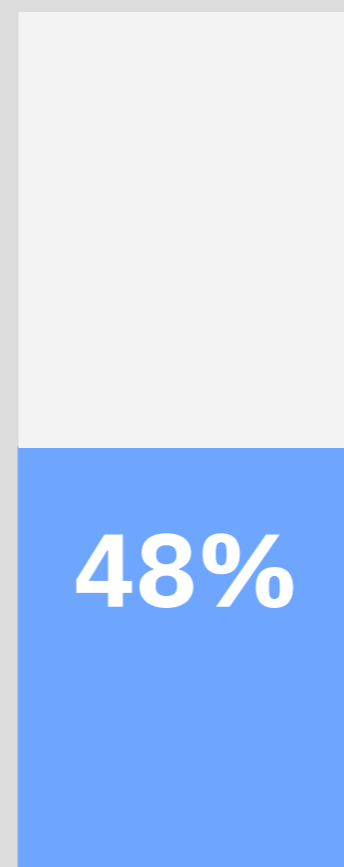


# Automotive 2030

Racing toward a digital future



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.

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

## I would request a specific brand if...

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

Functionality  Digital  Physical  Other  **Urban**  **Rural**

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.

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

[ibm.co/auto-2030](http://ibm.co/auto-2030)

IBM Institute for Business Value



© Copyright IBM Corporation 2019. IBM, the IBM logo, and ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at [www.ibm.com/legal/copytrade](http://www.ibm.com/legal/copytrade).

Source: "Automotive 2030: Racing toward a digital future" research. IBM Institute for Business Value. September 2019.

78027679USEN-00