A new relationship – people and cars in the United States

Examining people based on their technical readiness and mobility expectations reveals four distinct groups

Consumers' digital relationships will vary based on their comfort level and experience with digital technologies

Combining the different aspects of future mobility needs with digital maturity offers a clearer view of consumer interest

Four distinct groups of people with similar attributes

Pacesetters
Early technology adopters, eager to try new mobility services and options

Fast Followers
Watch Pacesetters and close behind in adoption speed; use many mobility services and options

The Pack
View technology conservatively, but eventually open to it when value is established

Spectators
Happy with status quo; low technology adoption and inflexible with new mobility solution

Segmenting consumers based on their digital mobility interest gives automakers a better chance of aligning consumer abilities, vehicle capabilities and mobility solutions.