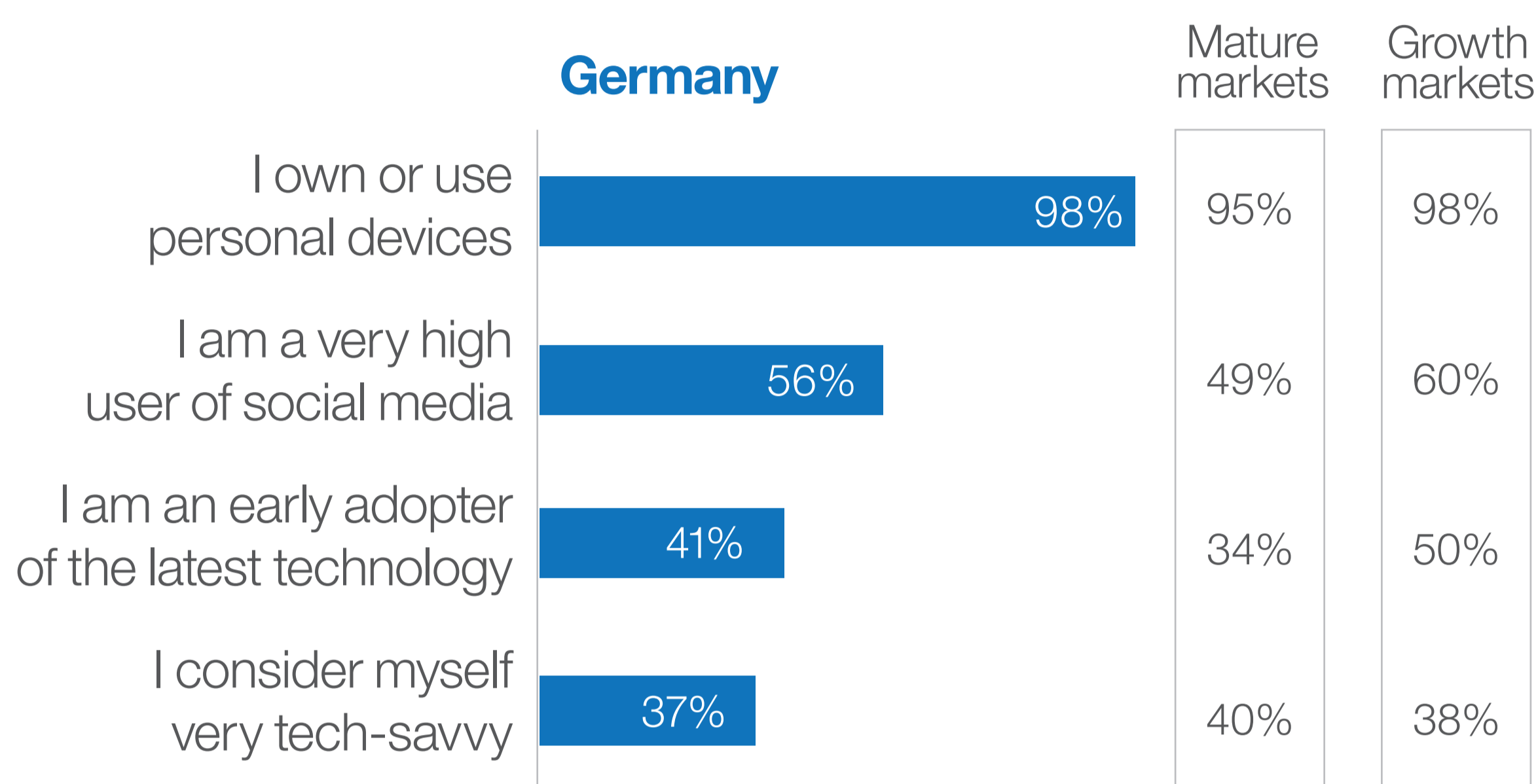


A new relationship – people and cars in Germany

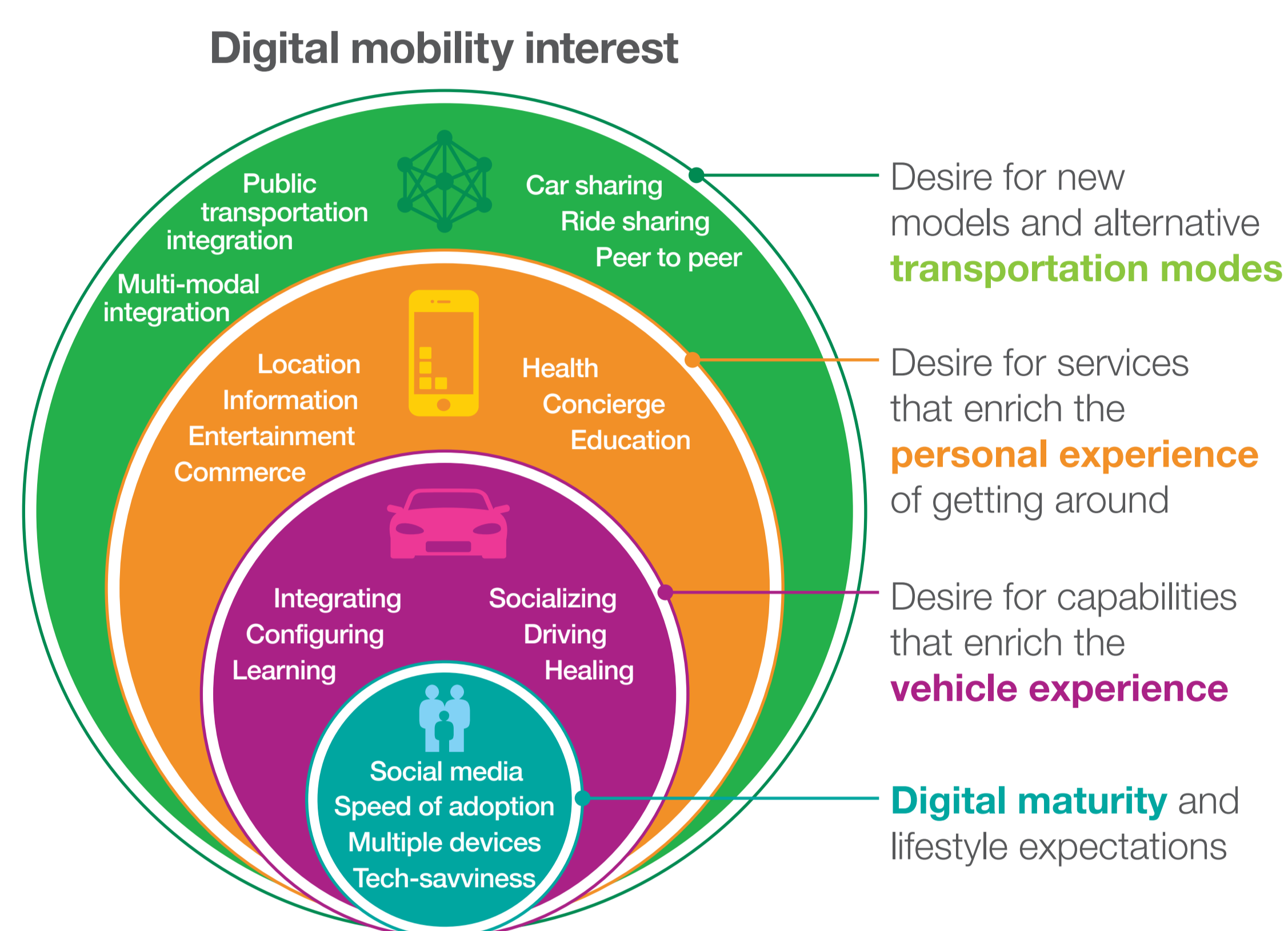
Examining people based on their technical readiness and mobility expectations provides four distinct groups

The digital relationship people have will be different based on how mature they are with digital technologies

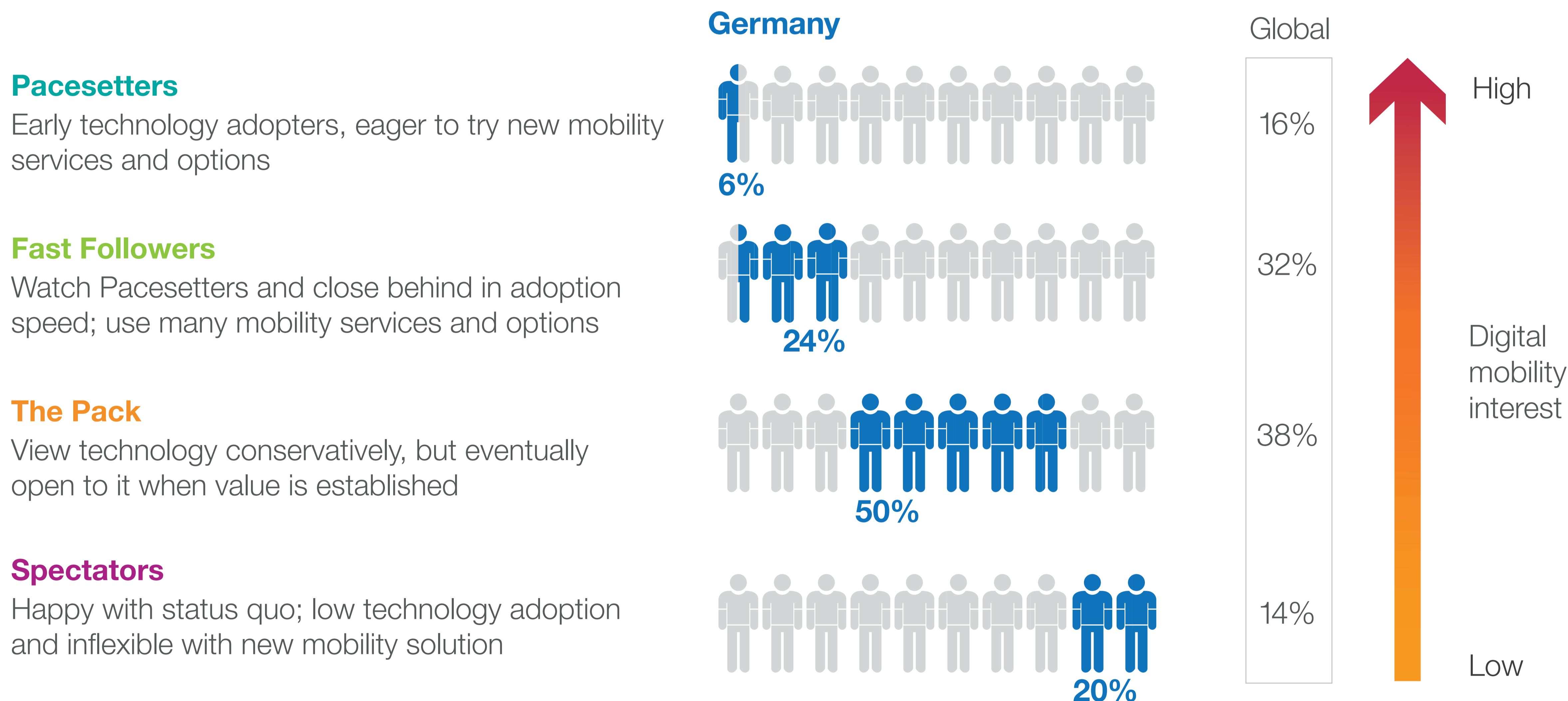


Analysis of 16,469 consumers across the top 16 automotive markets

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



Four distinct groups of people emerge with similar attributes



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