

The autonomous car

A consumer perspective

Consumers are ready for driverless cars

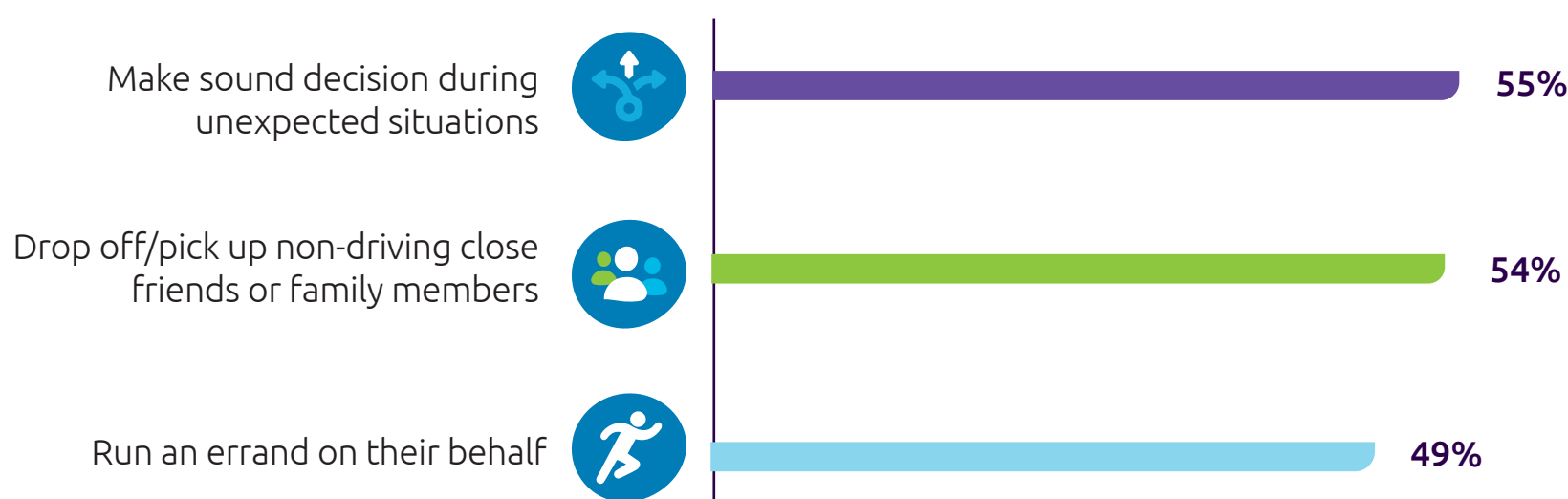
59% of consumers feel a **sense of anticipation** at the thought of self-driving cars

Consumer preference of riding in self-driving cars over traditional cars is **set to double** in five years

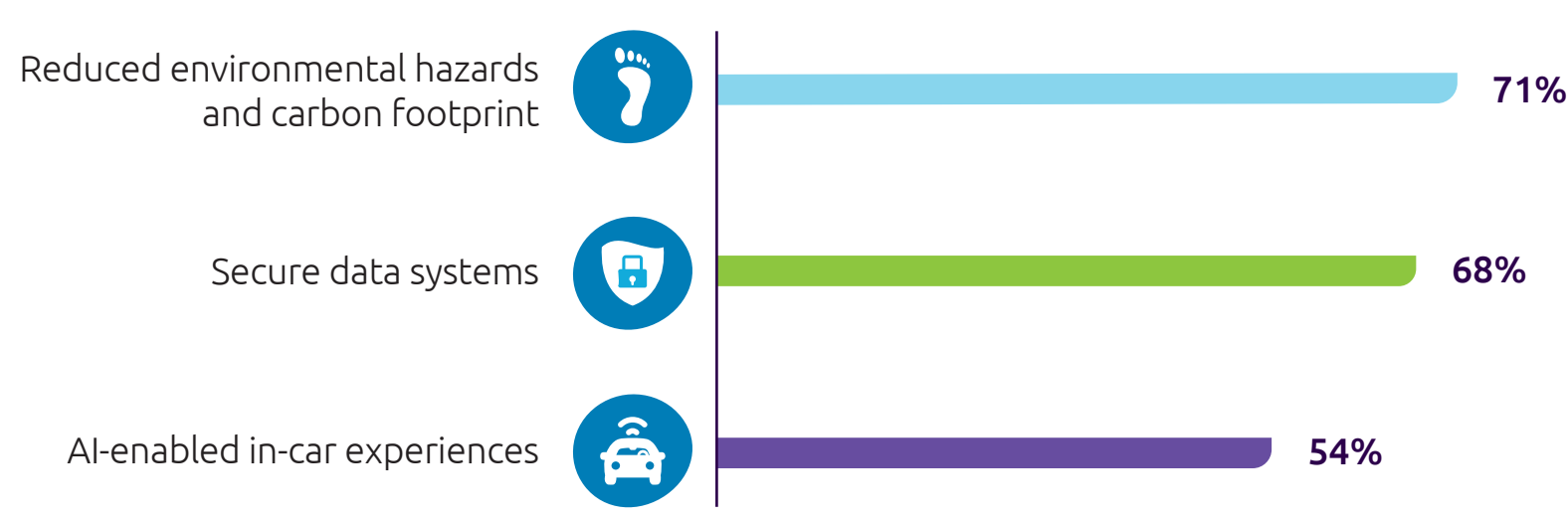
More than half of consumers are willing to pay a premium of upto 20% over their current budget to own a self-driving car

What do consumers expect from a driverless car?

In the future, consumers would trust the self-driving car to



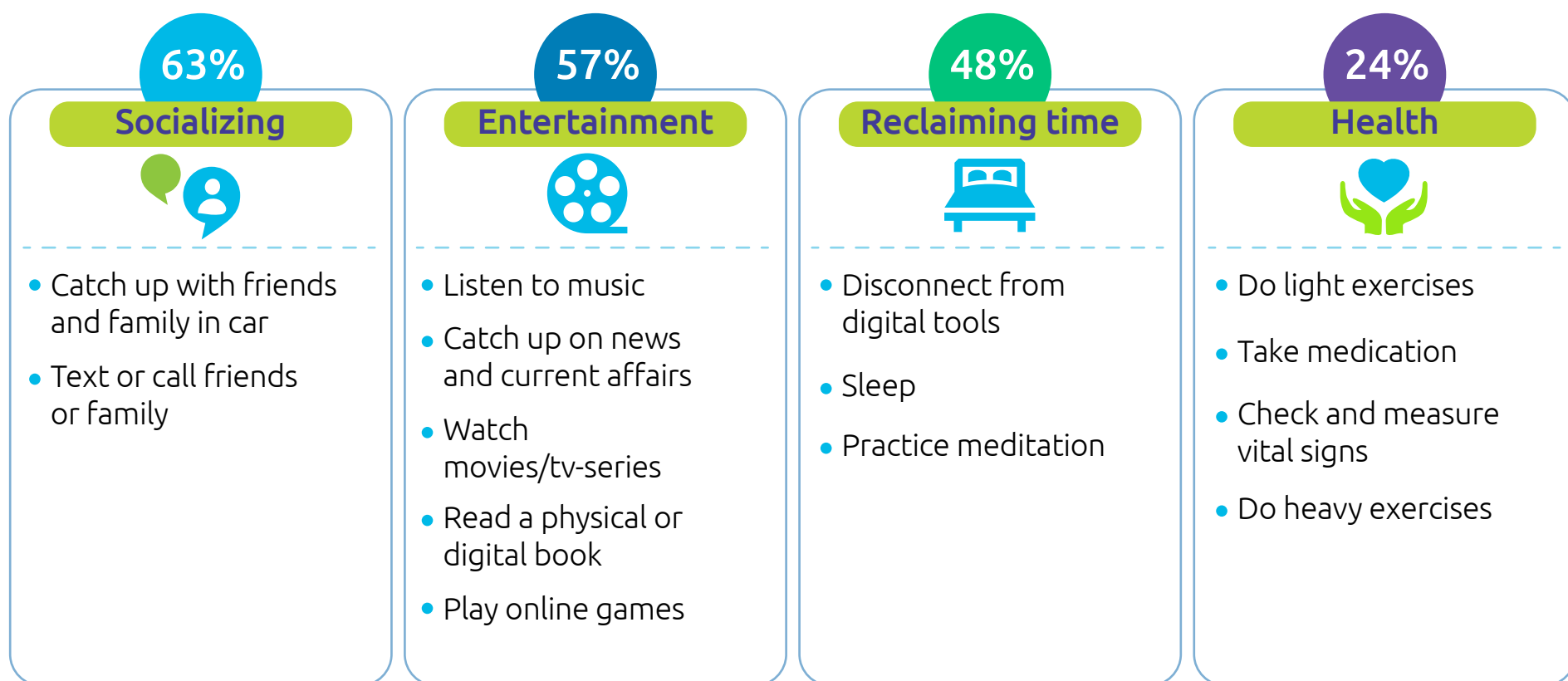
Factors that will encourage consumers to use/buy self-driving cars



Source: Capgemini Research Institute, Self-driving vehicles consumer survey, December 2018- January 2019, n= 5,538 consumers

While in a self-driving car, consumers are clear on the kind of in-car experiences they are looking for

How would you spend your time while riding in a self-driving car?



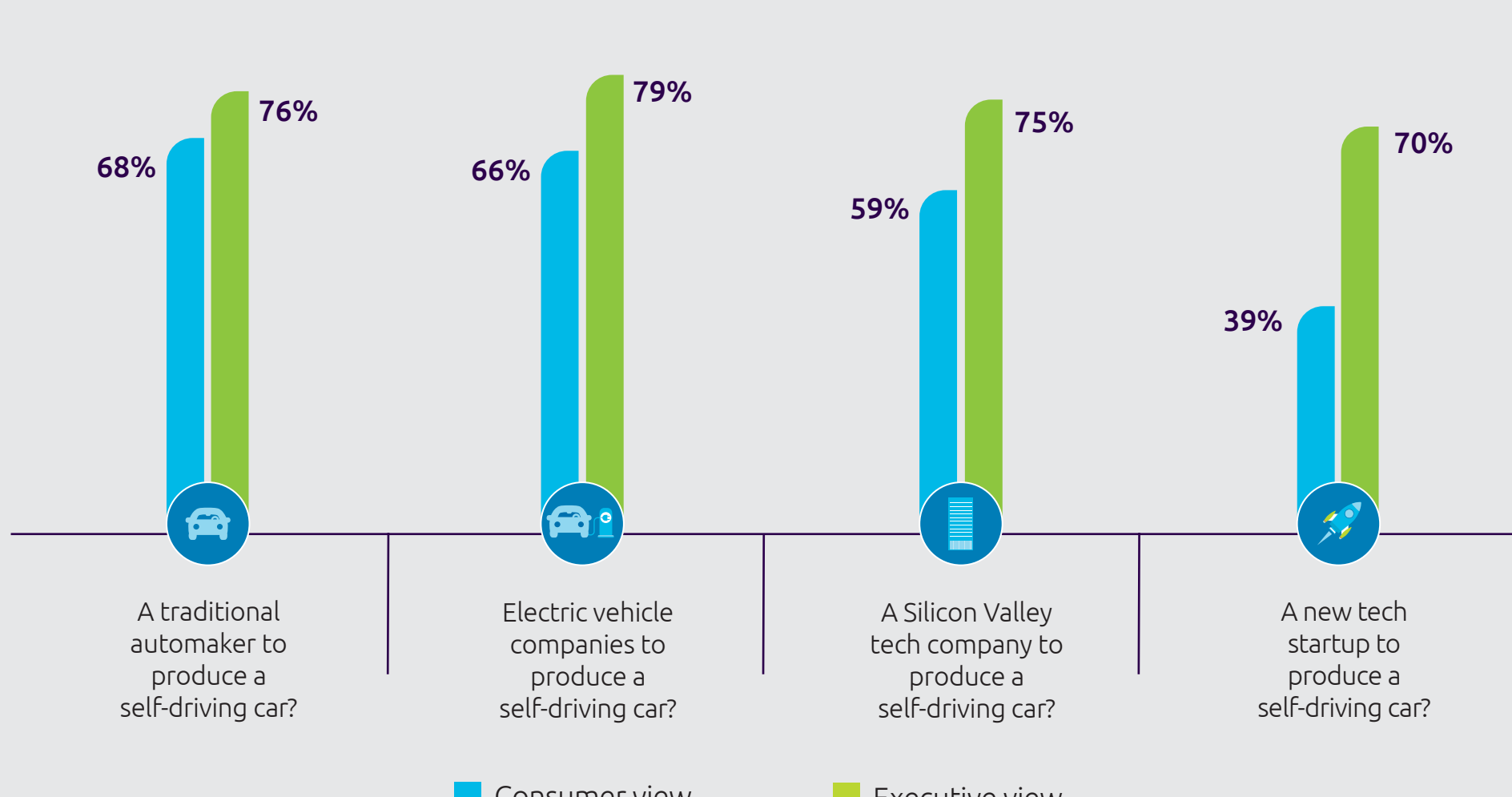
Source: Capgemini Research Institute, Self-driving vehicles consumer survey, December 2018- January 2019, n= 5,538 consumers

Consumers expect time spent driving to decrease by **more than 50%** with self-driving vehicles

Automotive companies, are favorably placed with consumers

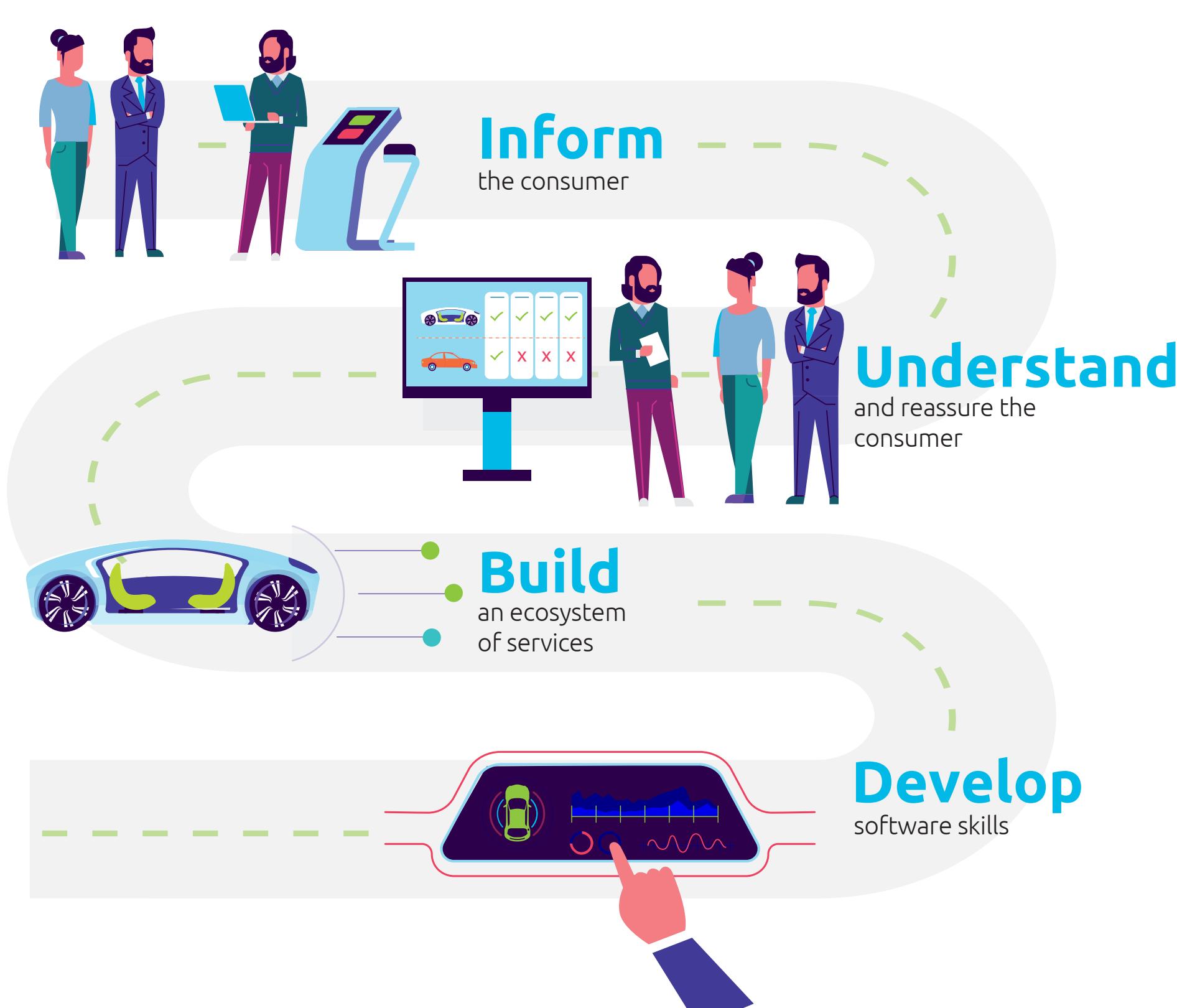
Consumers trust incumbents more than new startups

“How would consumers rate their overall level of trust for...”



Source: Capgemini Research Institute, Self-driving vehicles executive survey, December 2018-January 2019, n= 280 organizations, Self-driving vehicles consumer survey, December 2018-January 2019, n= 5,538 consumers

Recommendations for accelerating the journey towards a self-driving future



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