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2024 Global Automotive Consumer Study

Key Findings: Global Focus Countries

January 2024

For more than a decade, Deloitte has been exploring automotive consumer trends impacting a rapidly evolving global mobility ecosystem.

Key insights from our Global Automotive Consumer Study over the years:

- **2010** Overall value ranked as the primary factor when evaluating brands
- **2011** "Cockpit technology" and the shopping experience-led differentiators
- **2012** Interest in hybrids driven by cost and convenience, while interest in connectivity centers on safety
- **2014** Shared mobility emerges as an alternative to owning a vehicle
- **2017** Interest in full autonomy grows, but consumers want a track record of safety
- **2018** Consumers in many global markets continue to move away from internal combustion engines (ICE)
- **2019** Consumers "pump the brakes" on interest in autonomous vehicles
- **2020** Questions remain regarding consumers' willingness to pay for advanced technologies
- **2021** Online sales gaining traction, but majority of consumers still want in-person purchase experience
- **2022** Interest in electrified vehicles (EVs) grows, but worries about price, driving range, and charging time remain
- **2023** The shift to EVs is primarily based on a strong consumer perception that it will significantly reduce vehicle operating costs

The Global Automotive Consumer Study informs Deloitte's point of view on the evolution of mobility, smart cities, connectivity, sustainability, and other issues surrounding the movement of people and goods.

Contents

Key findings

1 **Is slowing EV momentum putting current regulatory timelines in jeopardy?**

High interest rates and elevated sticker prices may be causing consumer interest in EVs to soften in some markets. Despite automaker price cuts and government incentives designed to make them more affordable, a variety of other challenges continue to stand in the way, including range anxiety, charging time, and availability of charging infrastructure.

2 **A significant number of consumers may be thinking about switching vehicle brands**

Price tops the list of factors driving the choice of vehicle brand for consumers in developed markets, including Germany, Japan, and the United States, while vehicle performance (China and South Korea) and product quality (India) are top of mind for consumers in other global markets.

3 **Interest in connectivity features may not fully translate into revenue and profit**

Among those who are interested in connected vehicles, there is a relatively high level of interest in features that provide updates on maintenance, traffic/road safety, and suggestions for safer routes. However, the willingness to pay extra for connected technologies remains comparatively low in developed markets.

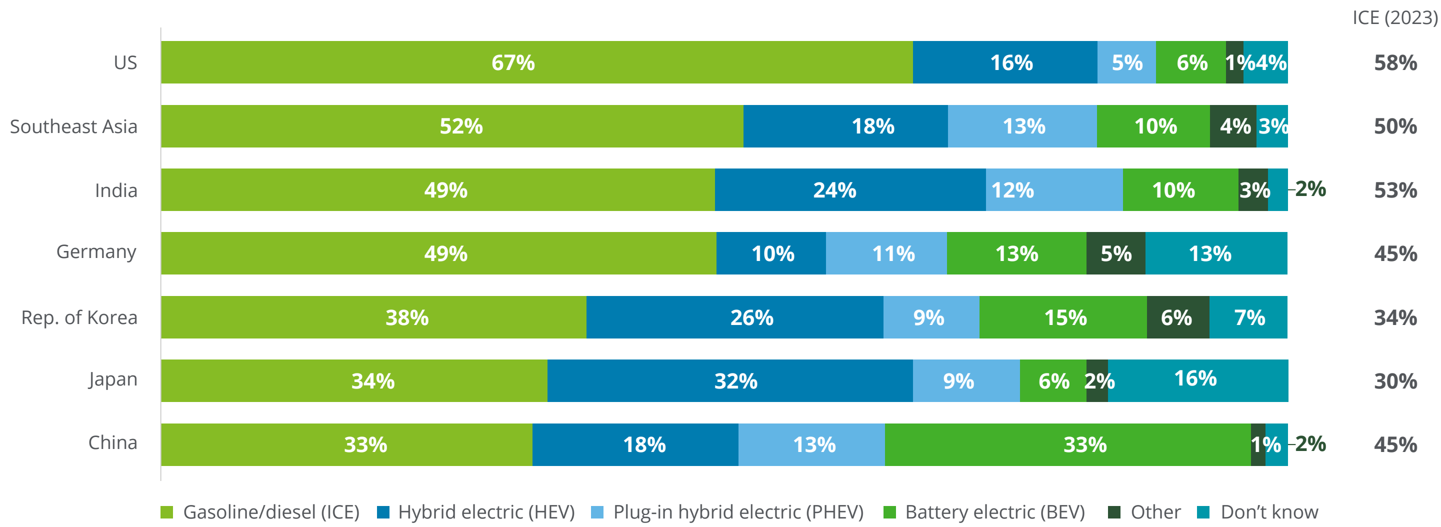
4 **Younger consumers are interested in vehicle subscriptions, but more education may be necessary to address lingering concerns**

Against the backdrop of uncertain economic conditions causing concern for financial capacity, a significant number of younger consumers in many markets are at least somewhat interested in giving up vehicle ownership altogether in favour of a subscription model, but concerns about vehicle availability, total ownership cost, and the perception of higher monthly fees persist.

1 Vehicle electrification

Consumer interest in ICE vehicles is rebounding in some markets surveyed as affordability concerns continue to weigh heavily on forward intentions.

Preference for type of engine in next vehicle



Note: Other includes vehicles with engine types such as compressed natural gas, ethanol, and hydrogen fuel cells; percentages may not add to 100 due to rounding.
Q32. What type of engine would you prefer in your next vehicle?
Sample size: n= 817 [China]; 1,273 [Germany]; 864 [India]; 667 [Japan]; 912 [Republic of Korea]; 4,985 [Southeast Asia]; 969 [US]

In most markets surveyed, the main reason consumers intend to acquire an electrified vehicle stems from a strong desire to lower their operating costs – outstripping the concern for global climate change.

Top reasons to choose an EV as next vehicle

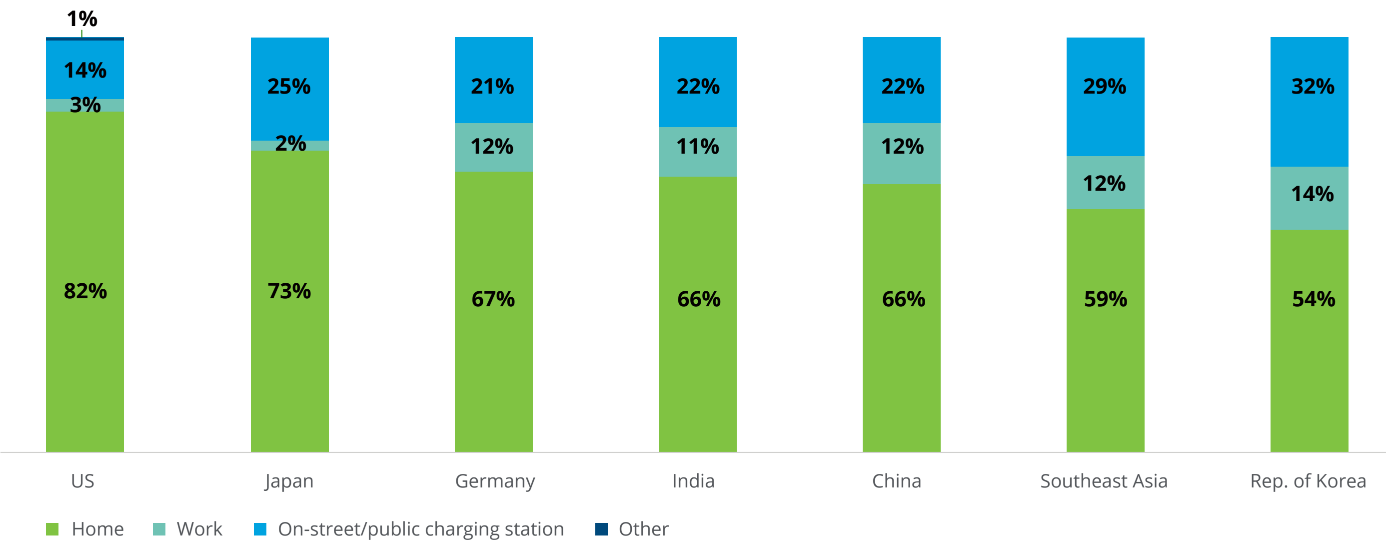
Factors	China	Germany	India	Japan	Rep. of Korea	South-east Asia	US
Lower fuel costs	50%	**50%**	63%	**62%**	**64%**	**68%**	**66%**
Concern for the environment	46%	45%	**68%**	36%	43%	61%	53%
Less maintenance	36%	27%	56%	15%	48%	47%	35%
Driving experience	**60%**	29%	53%	31%	39%	47%	34%
Government incentives/subsidies/ stimulus programs	47%	30%	48%	34%	51%	39%	31%
Concern about personal health	45%	18%	50%	12%	20%	44%	19%
Ability to use the vehicle as a backup battery/power source	33%	17%	43%	30%	24%	35%	17%
Potential for extra taxes/levies applied to internal combustion vehicles	26%	21%	30%	12%	24%	29%	16%
Potential ban on sale of new internal combustion vehicles	17%	24%	24%	13%	14%	19%	14%
Peer pressure	7%	6%	10%	4%	6%	11%	3%
Other	0%	2%	0%	1%	0%	0%	3%

Top reasons

Q34. Which of the following factors have had the greatest impact on your decision to acquire an electrified vehicle? (Please select all that apply.)
Sample size: n = 520 [China]; 427 [Germany]; 399 [India]; 318 [Japan]; 452 [Republic of Korea]; 2,064 [Southeast Asia]; 270 [US]

Building public charging capacity is still needed to address consumer concerns over range anxiety, but the reality of day-to-day usage means most people will charge their EVs at home.

Expecting to charge electrified vehicle most often at...



Note: Percentages may not add to 100 due to rounding.
Q35. Where do you expect to charge your electrified vehicle most often?
Sample size: n= 371 [China]; 295 [Germany]; 194 [India]; 103 [Japan]; 213 [Republic of Korea]; 1,163 [Southeast Asia]; 112 [US]

Even though consumers want to maximize their convenience by having a public EV charger readily available whenever they need it, more strategic oversight may be needed to maximize the return on billions of dollars being invested in building out public charging networks in many global markets.

Public locations that the consumers would prefer to charge their EV when they are away from their home

Public places	China	Germany	India	Japan	Rep. of Korea	South-east Asia	US
Any location as long as I can find a charger when I need it	**29%**	**31%**	24%	**30%**	**35%**	**30%**	**37%**
Dedicated EV charging station equipped with amenities	23%	23%	**36%**	6%	13%	23%	26%
Traditional gas station with EV chargers	7%	16%	18%	24%	22%	21%	20%
Retail outlet/mall	2%	5%	4%	5%	2%	8%	4%
Parking lot (e.g., metro stations, airports, public lots/ garages)	21%	9%	8%	15%	21%	10%	4%
Vehicle dealership	2%	2%	5%	9%	0%	1%	3%
On-street parking	6%	11%	4%	4%	1%	3%	2%
Community/public building	9%	2%	1%	4%	5%	3%	2%
Hotel or peer-to-peer rental	1%	0%	2%	4%	1%	1%	1%
Other	0%	1%	0%	0%	0%	0%	2%

Most preferred by consumers

Note: Percentages may not add to 100 due to rounding.
Q37. Where would you most want to charge your EV when you are away from home (i.e., public charging location)?
Sample size: n= 371 [China]; 295 [Germany]; 194 [India]; 103 [Japan]; 213 [Republic of Korea]; 1,163 [Southeast Asia]; 112 [US]

When it comes to paying for public EV charging, consumers in most markets prefer the familiarity and convenience of using their credit/debit cards. On the other hand, the level of consumer interest in using loyalty points or pre-paid subscription plans is comparatively low.

Most preferred way to pay for public EV charging

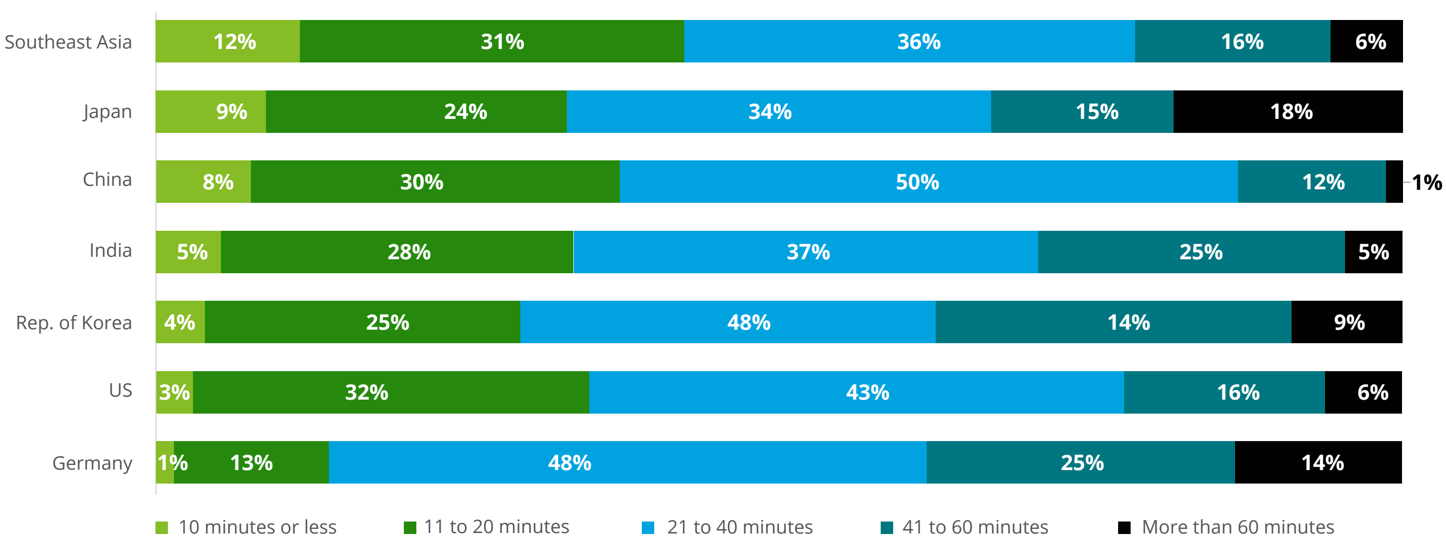
Payment methods	China	Germany	India	Japan	Rep. of Korea	South-east Asia	US
Credit/debit card	11%	44%	42%	55%	68%	29%	65%
Charging network app on your smartphone	46%	33%	28%	36%	21%	54%	21%
Pre-paid subscription plan	5%	10%	14%	4%	6%	7%	7%
Loyalty points	7%	6%	6%	1%	4%	4%	4%
Third-party payment platform	32%	6%	9%	3%	1%	5%	2%
Other	0%	1%	1%	1%	0%	1%	1%

Most preferred mode of payment

Note: Percentages may not add to 100 due to rounding.
Q40. How would you most prefer to pay for public EV charging?
Sample size: n= 371 [China]; 295 [Germany]; 194 [India]; 103 [Japan]; 213 [Republic of Korea]; 1,163 [Southeast Asia]; 112 [US]

An assumption that EV charge times need to be on par with fossil fuel fill-ups may be somewhat overstated as surveyed consumers in most markets are willing to wait longer than 10 minutes to refuel.

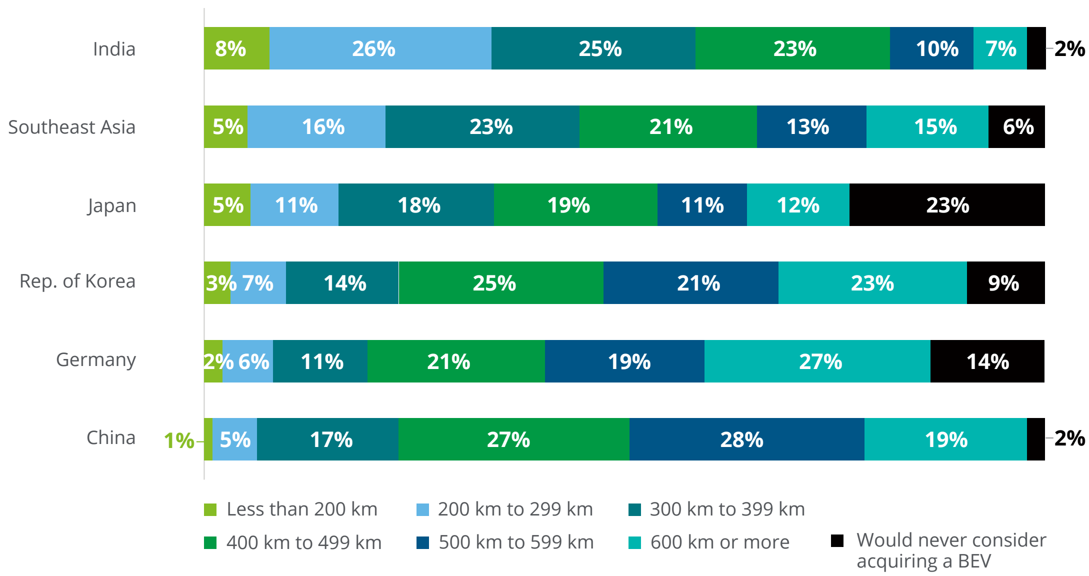
Expected wait time to charge an EV at public charging stations from empty to 80%



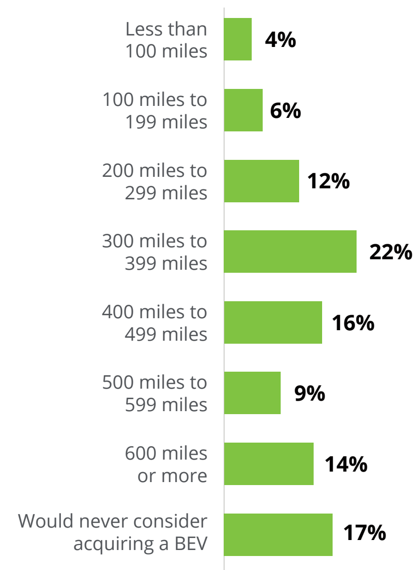
Note: Percentages may not add to 100 due to rounding.
Q38. How long do you expect it to take to charge your EV from empty to 80% at a public charging location?
Sample size: n= 371 [China]; 295 [Germany]; 194 [India]; 103 [Japan]; 213 [Republic of Korea]; 1,163 [Southeast Asia]; 112 [US]

Expectations for BEV driving range vary significantly by global markets surveyed. Only 40% of surveyed consumers in India expect more than 400 kms, whereas 67% of consumers in Germany expect the same as a prerequisite to consider a BEV as a viable option for their next vehicle.

Consumer expectations on BEV driving range



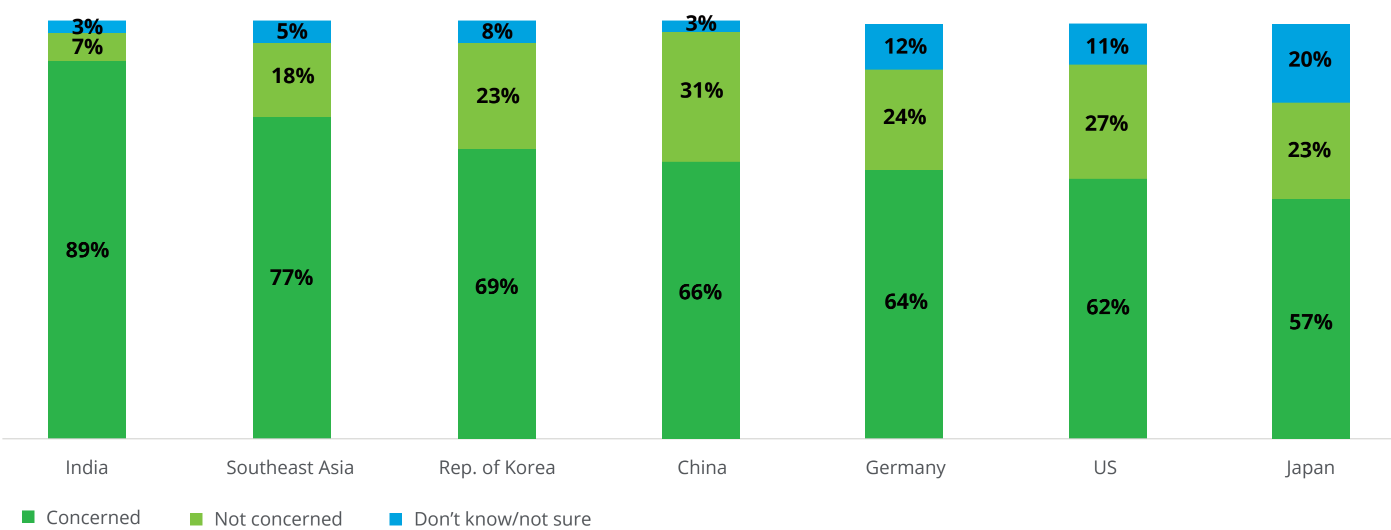
Consumer expectations on BEV driving range in the US



Note: Percentages may not add to 100 due to rounding.
Q44. How far would a fully charged all-battery electric vehicle need to go in order for you to consider acquiring one?
Sample size: n= 551 [China]; 1,112 [Germany]; 775 [India]; 627 [Japan]; 778 [Republic of Korea]; 4,469 [Southeast Asia]; 907 [US]

A majority of consumers surveyed are concerned about the "cradle to grave" environmental impact of an EV battery, requiring industry stakeholders to implement sustainable practices across the entire battery life cycle.

Percentage of consumers concerned about the end-to-end environmental impact of an EV battery



Note: Not concerned % includes 'not at all concerned' or 'not very concerned'; Concerned % includes 'somewhat concerned' or 'very concerned'; percentages may not add to 100 due to rounding.
Q46. To what extent are you concerned about the end-to-end environmental impact of an EV battery (e.g., mineral mining, manufacturing, source of electricity during multiple lifecycles, end-of-life recycling)?
Sample size: n= 817 [China]; 1,273 [Germany]; 864 [India]; 667 [Japan]; 912 [Republic of Korea]; 4,985 [Southeast Asia]; 969 [US]

When it comes BEVs, surveyed consumers are generally most concerned about charging time, range anxiety, cost, and battery safety.

Greatest concern regarding all-battery-powered electric vehicles

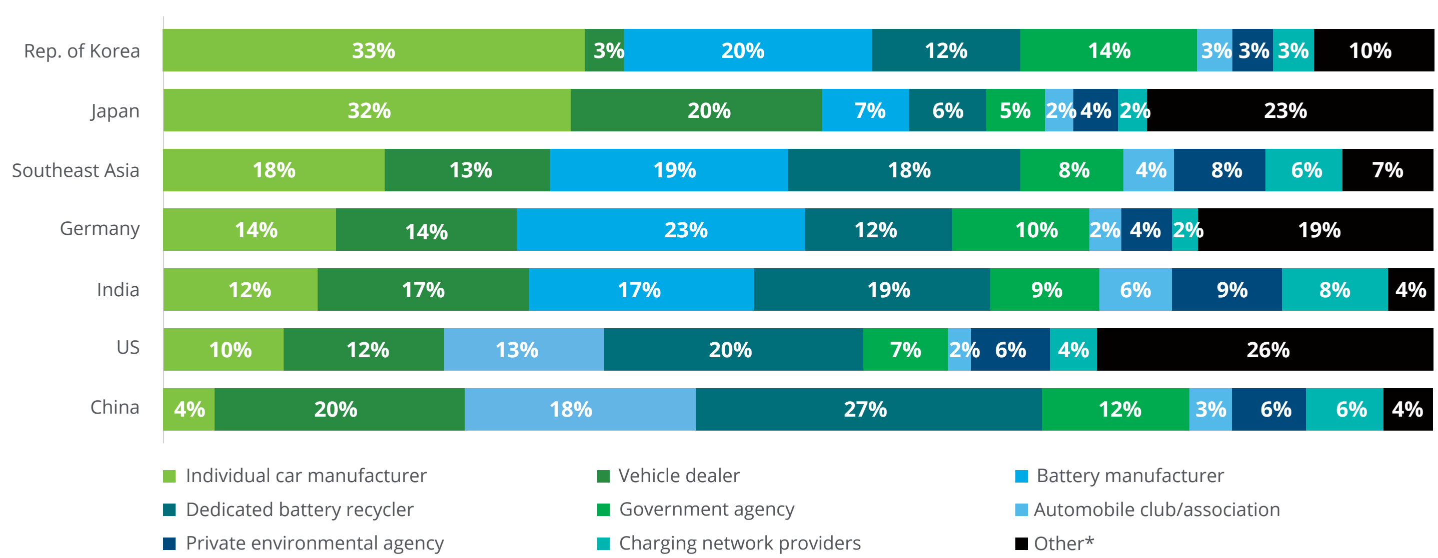
Concern	China	Germany	India	Japan	Rep. of Korea	Southeast Asia	US
Time required to charge	**42%**	40%	**43%**	**48%**	**48%**	**45%**	**50%**
Driving range	40%	**55%**	39%	41%	36%	43%	49%
Cost/price premium	21%	42%	35%	40%	30%	37%	48%
Cost to eventually replace the battery	41%	38%	35%	36%	35%	38%	43%
Lack of public electric vehicle charging infrastructure	32%	37%	42%	39%	36%	44%	42%
Lack of charger at home	17%	41%	27%	43%	26%	33%	40%
Cold weather performance	41%	33%	33%	21%	34%	24%	33%
Ongoing charging and running costs	24%	27%	26%	27%	27%	34%	33%
Safety concerns with battery technology	38%	32%	40%	29%	45%	38%	30%
Increased need to plan my trips	12%	21%	25%	27%	10%	20%	28%
Lack of alternate power source at home	12%	22%	30%	22%	13%	28%	22%
Potential for extra taxes/levies associated with all-BEVs	15%	10%	24%	11%	10%	20%	21%
Lack of knowledge or understanding about EVs/EV technology	18%	15%	28%	15%	17%	32%	21%
End-to end sustainability (i.e., battery manufacturing/recycling)	21%	23%	30%	13%	13%	22%	20%
Uncertain resale value	15%	21%	24%	17%	14%	25%	18%
Lack of choice regarding brands/models	11%	10%	23%	8%	9%	17%	14%
Other	0%	1%	0%	1%	0%	0%	2%

Most commonly cited

Note: Sum of the percentages exceed 100% as respondents can select multiple options.
Q43. What are your biggest concerns regarding all-battery-powered electric vehicles? Please select all that apply.
Sample size: n= 817 [China]; 1,273 [Germany]; 864 [India]; 667 [Japan]; 912 [Republic of Korea]; 4,985 [Southeast Asia]; 969 [US]

A variety of stakeholders involved in the EV battery value chain should work together to develop a successful solution for collecting, storing, and recycling batteries after their useful lives.

Entity that should be responsible for collecting, storing, and recycling EV batteries after their useful lives

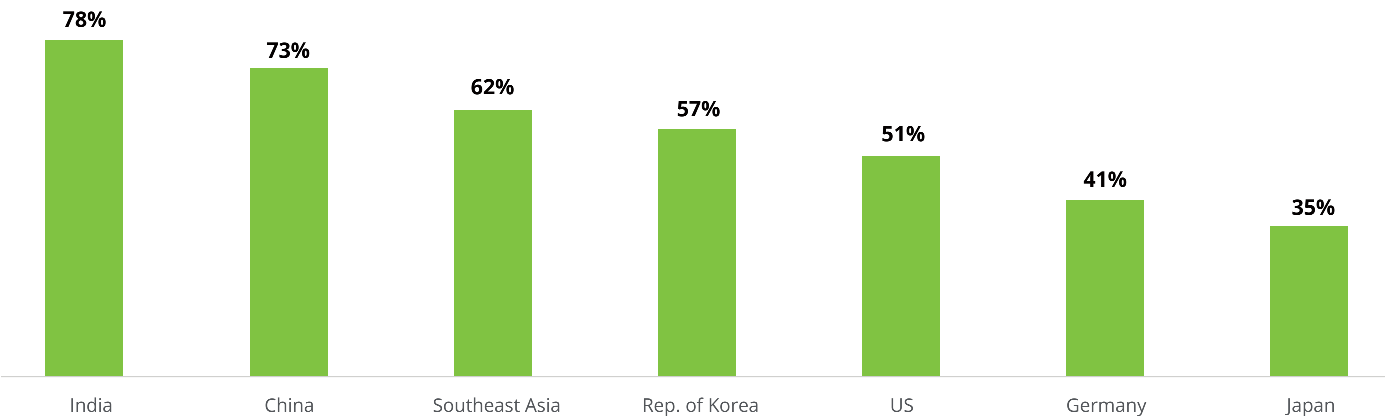


*includes don't know or don't care.
Note: Percentages may not add to 100 due to rounding.
Q47. Who do you think should be responsible for collecting, storing, and recycling electric vehicle batteries after their useful lives?
Sample size: n= 817 [China]; 1,273 [Germany]; 864 [India]; 667 [Japan]; 912 [Republic of Korea]; 4,985 [Southeast Asia]; 969 [US]

2 Future vehicle intentions

Consumers surveyed in developed markets are more loyal to brands than those surveyed in developing economies. In fact, nearly 8 in 10 vehicle owners in India are likely to shift to a different brand for their next purchase.

Percentage of consumers switching to another brand* of vehicle



*includes switching to a different brand from the same parent or a different brand from a different sales parent
Q5. What brand is the vehicle you drive most often?; Q17. What brand are you considering most for your next vehicle? [Brand switching percentage is based on a calculation involving these two questions.]
Sample size: n= 732 [China]; 1,135 [Germany]; 672 [India]; 498 [Japan]; 694 [Republic of Korea]; 3,807 [Southeast Asia]; 873 [US]

For most consumers surveyed, the intention to switch vehicle brands comes down to a desire to try something different. However, affordability concerns are also among the top reasons to make a change in some markets as consumers continue to feel the pressure of current macroeconomic conditions.[1]

Most important reasons for switching to another brand of vehicle

Important reasons for switching to another brand	China	Germany	India	Japan	Rep. of Korea	Southeast Asia	US
I just want to try something different	39%	**38%**	50%	**40%**	**38%**	**50%**	**37%**
Cost/affordability	12%	26%	26%	27%	22%	30%	31%
New brand has technology/features I want	**41%**	25%	**64%**	26%	35%	46%	28%
Upgrading to a premium brand	27%	12%	40%	8%	24%	28%	16%
Incentives offered by the intended brand	20%	13%	18%	11%	10%	17%	9%
Cost of servicing the current brand is too high	13%	9%	19%	6%	8%	17%	9%
Current brand lacks greener vehicle models that I want	21%	10%	20%	4%	7%	18%	7%
Poor customer experience with the current brand	10%	6%	9%	6%	9%	9%	5%
Lack of readily available vehicle	4%	6%	11%	6%	7%	8%	4%
Other	0%	7%	0%	5%	2%	2%	15%

Top reasons

[1] Deloitte ConsumerSignals.
Note: Sum of the percentages exceed 100% as respondents can select multiple options.
Q18. Why are you considering a switch to another vehicle brand? Please select all that apply.
Sample size: n= 537 [China]; 469 [Germany]; 526 [India]; 176 [Japan]; 397 [Republic of Korea]; 2,347 [Southeast Asia]; 446 [US]

Depending on the market, what matters most to consumers surveyed as they think about their next vehicle brand is either price, product quality, or performance.

Most important factors driving the choice of brand for next vehicle

Drivers of brand choice	China	Germany	India	Japan	Rep. of Korea	Southeast Asia	US
Price	32%	**55%**	48%	**58%**	49%	54%	**59%**
Product quality	52%	47%	**65%**	48%	51%	**62%**	57%
Vehicle performance	**53%**	30%	61%	49%	**55%**	57%	52%
Vehicle features	37%	39%	62%	48%	31%	51%	45%
Quality of overall ownership experience	28%	31%	45%	8%	27%	37%	38%
Brand familiarity	36%	39%	43%	21%	25%	32%	34%
Previous service experience	19%	18%	22%	14%	17%	21%	21%
Previous sales experience	10%	27%	15%	10%	5%	13%	17%
Brand image	38%	15%	50%	19%	22%	33%	16%
Availability of battery electric vehicles/hybrid options	33%	13%	36%	22%	25%	24%	14%
Brand advertising	12%	6%	25%	4%	8%	14%	6%
Brand affiliations	14%	5%	21%	5%	7%	12%	5%
Other	0%	2%	0%	2%	1%	0%	1%

Most commonly cited

Note: Sum of the percentages exceed 100% as respondents can select multiple options.
Q19. What are the most important factors driving the choice of brand for your next vehicle? Please select all that apply.
Sample size: n= 817 [China]; 1,273 [Germany]; 864 [India]; 667 [Japan]; 912 [Republic of Korea]; 4,985 [Southeast Asia]; 969 [US]

It may be difficult to move to an entirely online purchase process in many markets surveyed, as consumers still say they need to physically interact with either the vehicle itself or real salespeople the next time they are in the market.

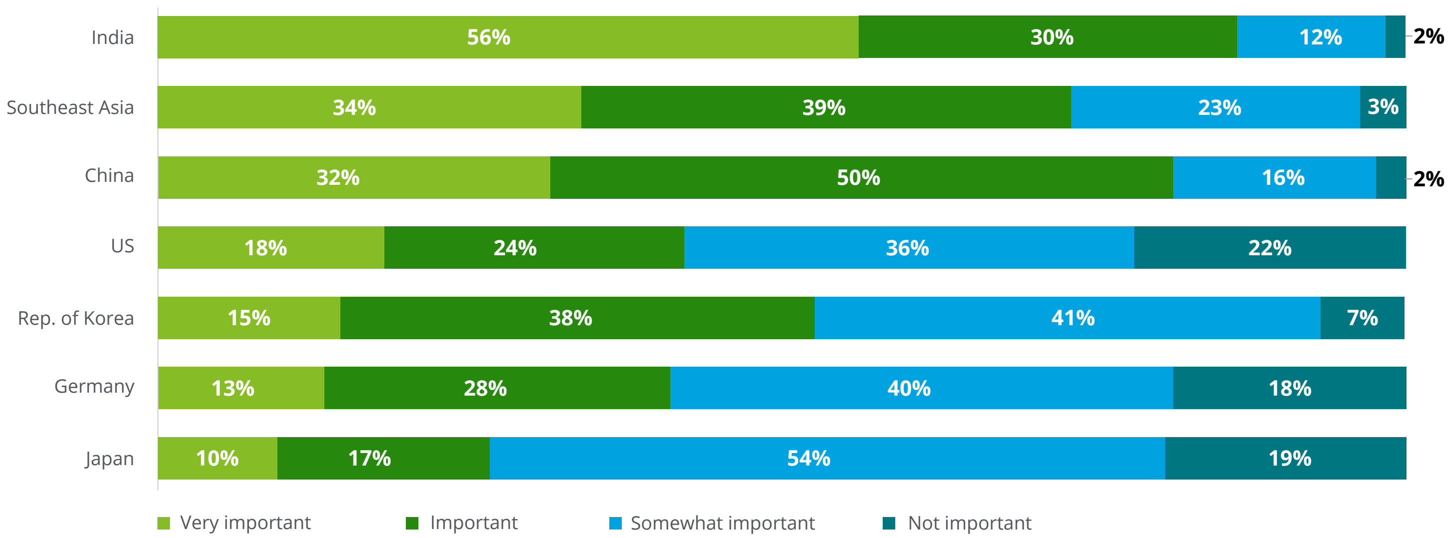
Level of agreement on various aspects of the purchase experience (% somewhat/strongly agree)

Aspect of vehicle purchase experience	China	Germany	India	Japan	Rep. of Korea	Southeast Asia	US
I have to test drive the vehicle to make sure it's right for me	89%	78%	94%	67%	73%	89%	86%
I need to physically interact with the vehicle before I buy it	91%	79%	92%	77%	66%	89%	84%
I want to interact with real people	87%	80%	90%	66%	67%	85%	79%
I want to negotiate in-person to get the best deal	86%	72%	88%	72%	72%	90%	74%
I want to build a relationship with a dealer for future service needs	85%	56%	87%	63%	52%	77%	59%
I prefer to limit the need to visit a dealership in person	34%	35%	72%	20%	31%	49%	47%

Q31. Thinking about the next time you acquire a vehicle, to what extent do you agree or disagree with the following statements?
Sample size: n= 817 [China]; 1,273 [Germany]; 864 [India]; 667 [Japan]; 912 [Republic of Korea]; 4,985 [Southeast Asia]; 969 [US]

Consumer reaction to whether it's important for vehicle brands to have a strong commitment to sustainable manufacturing practices can be very different depending on the individual market surveyed.

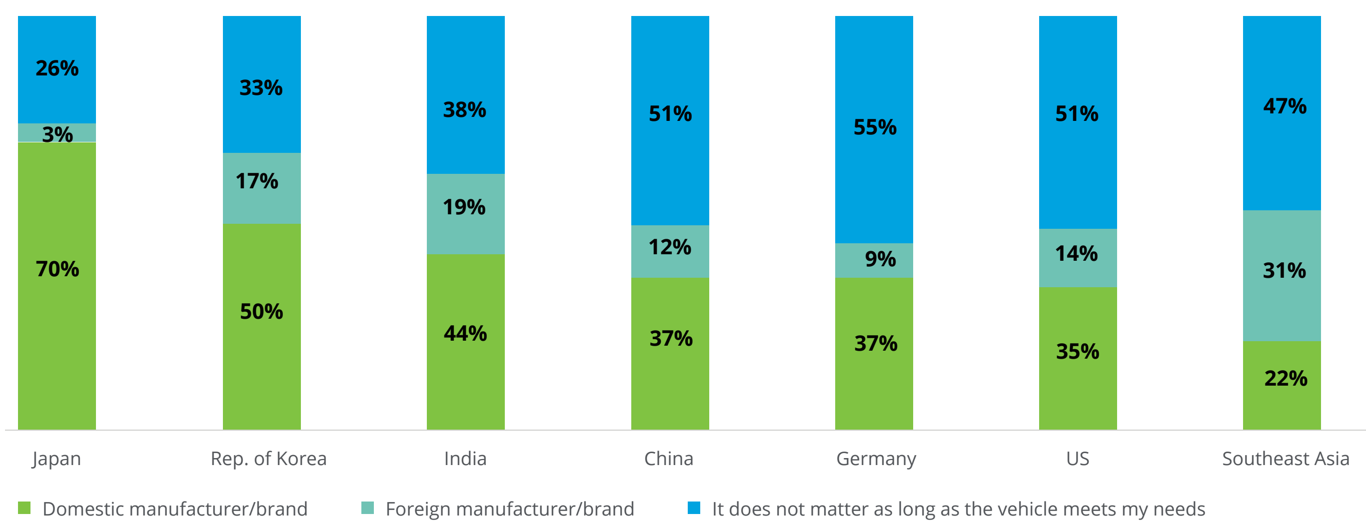
Importance of a vehicle brand committing to sustainable practices



Note: Percentages may not add to 100 due to rounding.
Q20. When thinking about choosing your next vehicle, how important will it be for a vehicle brand to have a strong commitment to sustainable practices (e.g., low carbon manufacturing footprint, use of environmentally friendly materials, electrification strategy)?
Sample size: n= 817 [China]; 1,273 [Germany]; 864 [India]; 667 [Japan]; 912 [Republic of Korea]; 4,985 [Southeast Asia]; 969 [US]

Brand affinity for home-grown automakers is strongest among consumers surveyed in Japan and South Korea, while it is least prevalent in Southeast Asia and the United States, underscoring the competitive challenge some brands face in their home markets.

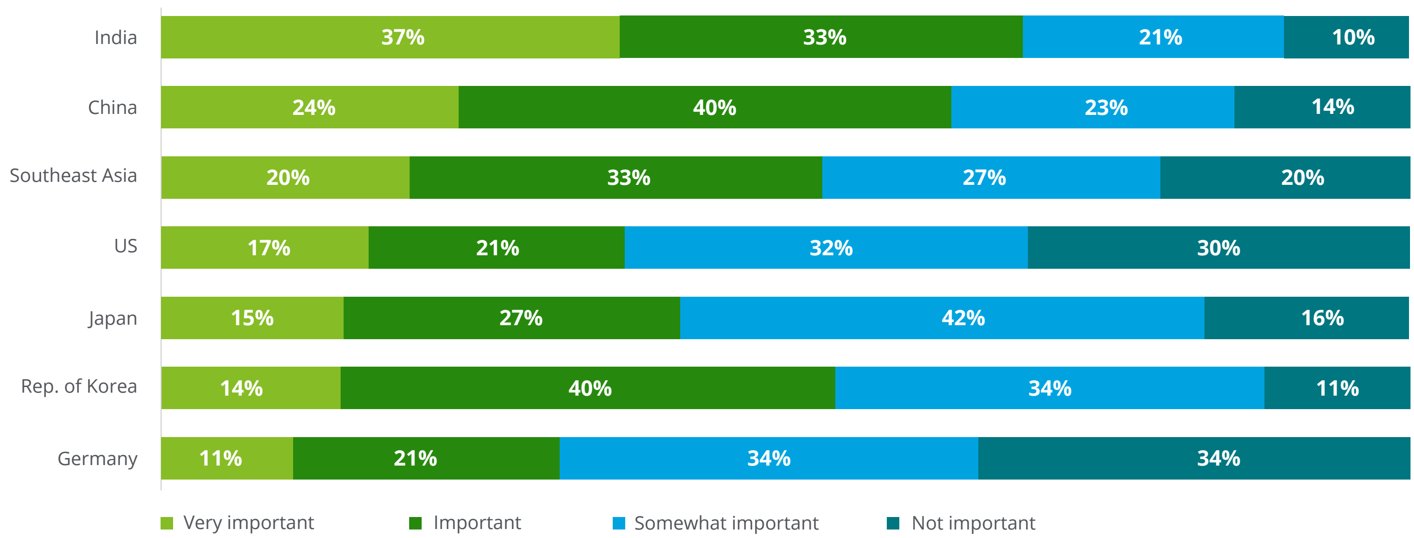
Preferred organizations for next vehicle purchase



Note: Percentages may not add to 100 due to rounding.
Q45. From which of the following type of organizations are you most interested in acquiring your next vehicle?
Sample size: n= 817 [China]; 1,273 [Germany]; 864 [India]; 667 [Japan]; 912 [Republic of Korea]; 4,985 [Southeast Asia]; 969 [US]

In addition to where the brand hails from, consumers surveyed also consider whether the vehicle is locally produced or not when choosing their next vehicle.

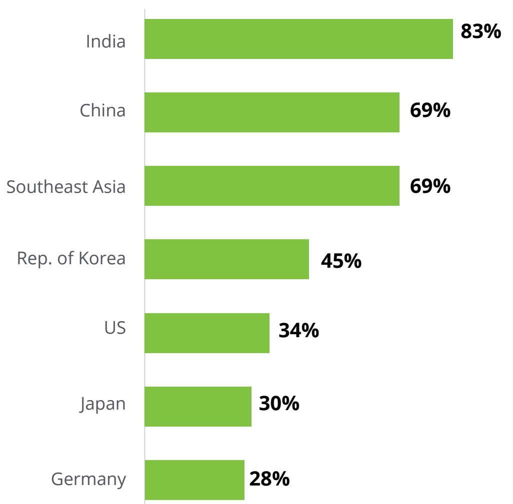
Importance of next vehicle to be manufactured locally



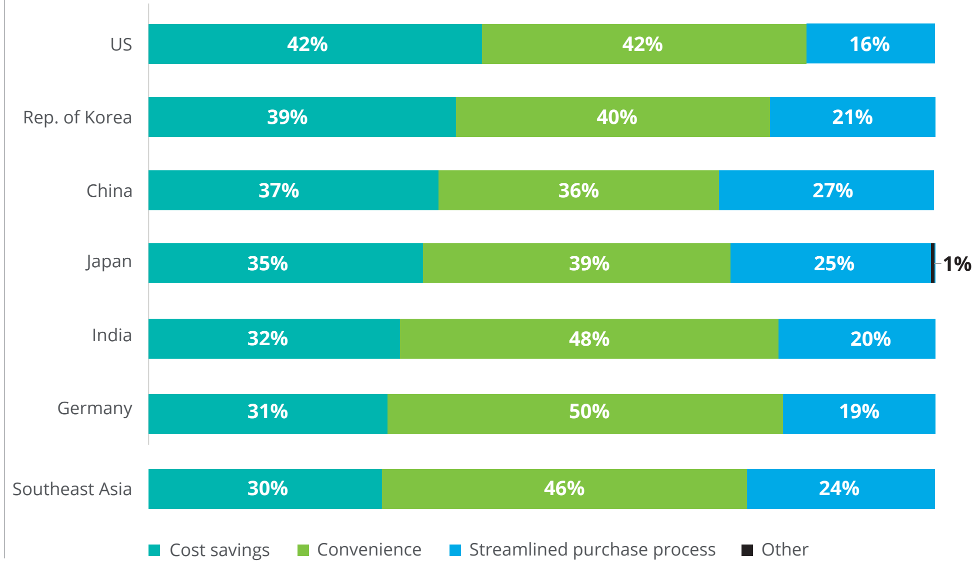
Note: Percentages may not add to 100 due to rounding.
Q21. To what extent is it important that your next vehicle be locally manufactured (i.e., manufactured in your country or region)?
Sample size: n= 817 [China]; 1,273 [Germany]; 864 [India]; 667 [Japan]; 912 [Republic of Korea]; 4,985 [Southeast Asia]; 969 [US]

As OEMs look at every potential profit pool going forward, surveyed consumers in several markets are signaling a significant level of interest in manufacturer-branded insurance products based on the perception that it will be convenient and cost effective.

Percentage of surveyed consumers who would be interested in purchasing insurance directly from the manufacturer



For those consumers who are interested in purchasing insurance directly from the manufacturer, primary benefits are...



Note: Percentages may not add to 100 due to rounding.
Q52. The next time you acquire a vehicle, how interested would you be in purchasing insurance directly from the vehicle manufacturer?
Q53. What do you believe the primary benefit of buying insurance directly from the manufacturer to be?
Sample size: n for Q52= 817 [China]; 1,273 [Germany]; 864 [India]; 667 [Japan]; 912 [Republic of Korea]; 4,985 [Southeast Asia]; 969 [US];
n for Q53= 565 [China]; 352 [Germany]; 716 [India]; 197 [Japan]; 407 [Republic of Korea]; 3,436 [Southeast Asia]; 330 [US]

3 Connectivity

A greater percentage of surveyed consumers in developing markets are interested in connected vehicle features even if it means sharing their PII* with manufacturers or other third parties.

Level of consumer interest in connected vehicle features (% very/somewhat interested)

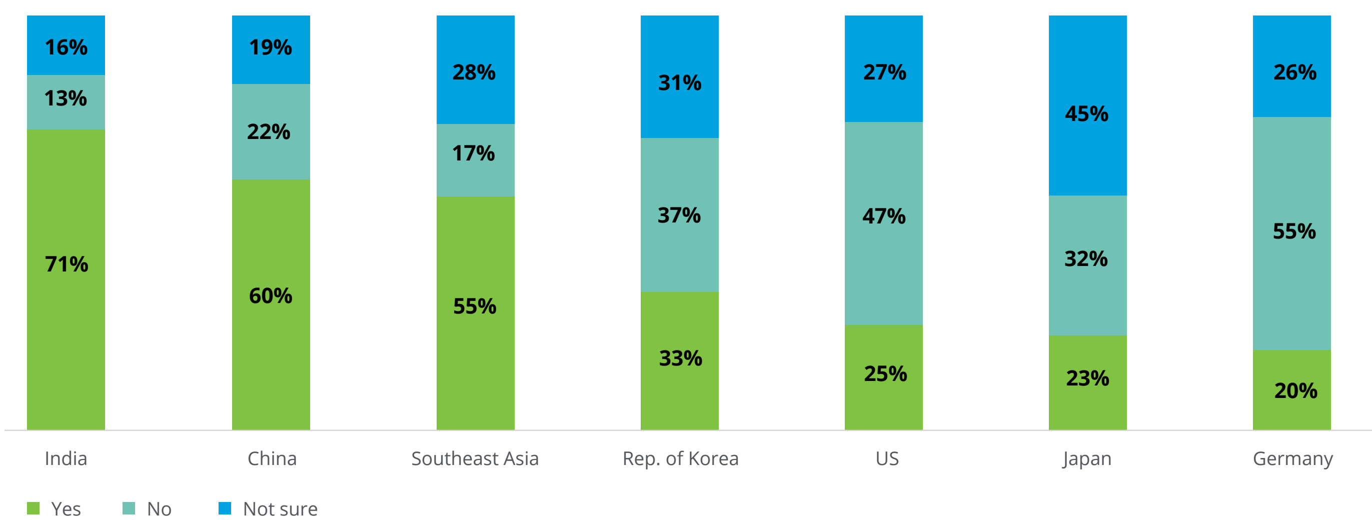
Connected vehicle features	China	Germany	India	Japan	Rep. of Korea	Southeast Asia	US
Maintenance updates and vehicle health reporting/alerts	80%	54%	88%	57%	70%	82%	60%
Updates regarding traffic congestion and suggested alternate routes	80%	56%	86%	59%	74%	80%	59%
Suggestions regarding safer routes (i.e., avoid unpaved roads)	80%	46%	84%	57%	71%	78%	58%
Updates to improve road safety and prevent potential collisions	81%	52%	88%	61%	72%	81%	58%
Maintenance cost forecasts based on your driving habits	78%	48%	84%	48%	60%	76%	53%
Customized suggestions regarding ways to minimize service expenses	77%	44%	84%	51%	74%	77%	52%
Over-the-air vehicle software updates that correct operational faults or improve your driving experience	77%	46%	83%	51%	70%	75%	51%
Access to nearby parking (i.e., availability, booking, and payment)	75%	49%	86%	49%	71%	75%	46%
Customized/optimized vehicle insurance plan (e.g., "pay how you drive" plans)	70%	41%	82%	40%	65%	72%	44%

Most commonly cited

Note: Sum of the percentages exceed 100% as respondents can select multiple options; * personally identifiable information.
Q49. How interested are you in the following benefits of a connected vehicle if it meant sharing your own personally identifying data and/or vehicle/operational data with the manufacturer or a third party?
Sample size: n= 817 [China]; 1,273 [Germany]; 864 [India]; 667 [Japan]; 912 [Republic of Korea]; 4,985 [Southeast Asia]; 969 [US]

Consumers surveyed in developing markets such as India, China, and Southeast Asia are also more willing to pay for connected vehicle services compared to consumers surveyed in markets such as the U.S., Japan, and Germany.

Willingness to pay extra for connectivity features



Note: Percentages may not add to 100 due to rounding.
Q50. Are you willing to pay extra for these features (i.e., paying a monthly subscription)?
Sample size: n= 817 [China]; 1,273 [Germany]; 864 [India]; 667 [Japan]; 912 [Republic of Korea]; 4,985 [Southeast Asia]; 969 [US]

In most markets surveyed, consumers trust car manufacturers the most when it comes to managing connected vehicle data. At the same time, a significant number of consumers surveyed in Germany and the United States do not trust anyone, which could represent a challenge for companies looking to monetize connected services.

Most trusted entity for managing connected vehicle data

Most trusted entity	China	Germany	India	Japan	Rep. of Korea	Southeast Asia	US
Car manufacturer	27%	20%	30%	28%	36%	29%	18%
Vehicle dealer	18%	12%	20%	27%	5%	15%	16%
Insurance company	6%	10%	11%	10%	7%	13%	14%
Cellular service provider	8%	3%	4%	2%	9%	5%	6%
Financial service provider	4%	3%	9%	2%	4%	5%	4%
Cloud service provider	8%	3%	7%	2%	8%	6%	4%
Automobile club or association	4%	7%	6%	2%	3%	5%	3%
Government agency	19%	9%	10%	4%	14%	13%	3%
Other	0%	0%	0%	0%	0%	0%	0%
None of the above	6%	32%	3%	24%	15%	9%	31%

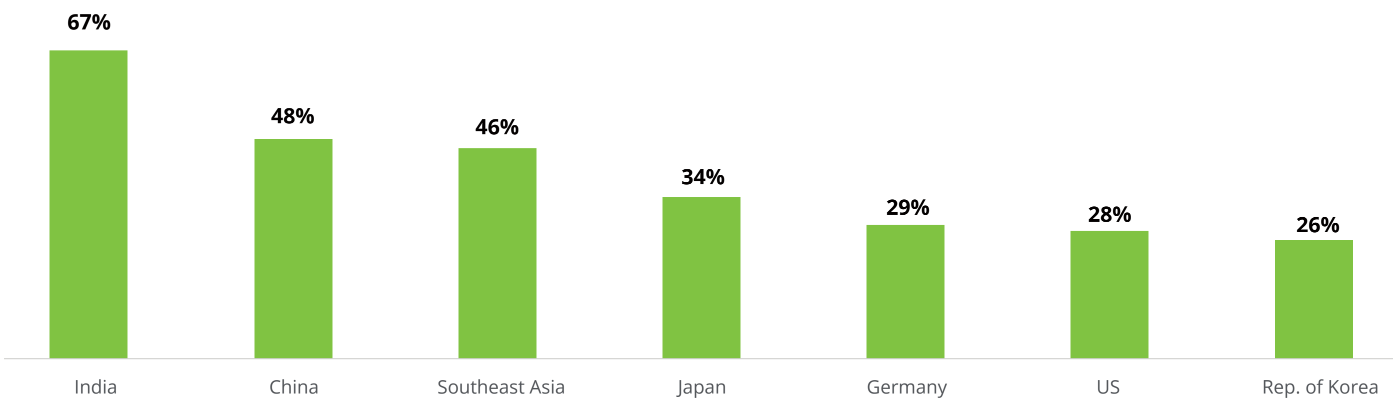
Most commonly cited

Note: Percentages may not add to 100 due to rounding.
Q51. In a scenario where you owned a connected vehicle, who would you trust most with access to the data your vehicle generates?
Sample size: n= 817 [China]; 1,273 [Germany]; 864 [India]; 667 [Japan]; 912 [Republic of Korea]; 4,985 [Southeast Asia]; 969 [US]

4 Vehicle subscriptions

Against the backdrop of uncertain economic conditions causing concern for financial capacity, a significant number of younger consumers surveyed in many markets are at least somewhat interested in giving up vehicle ownership altogether in favor of a subscription model.

Interest in giving up vehicle ownership in favor of vehicle subscription (% very/somewhat interested) 18- to 34-year-old respondents



Q63. To what extent are you interested in giving up vehicle ownership in favor of subscribing to the use of a vehicle going forward?
Sample size: n= 278 [China]; 348 [Germany]; 430 [India]; 194 [Japan]; 250 [Republic of Korea]; 2,096 [Southeast Asia]; 272 [US]

For those consumers surveyed interested in vehicle subscription services, convenience, availability, and a predictable cost structure are the most important characteristics.

Important characteristics of a vehicle subscription

Characteristics of vehicle subscription	China	Germany	India	Japan	Rep. of Korea	Southeast Asia	US
Convenience	**39%**	38%	44%	**49%**	**41%**	**49%**	**38%**
Full cost control due to transparent and predictable fixed monthly fees	35%	**42%**	**47%**	41%	38%	45%	30%
Availability of vehicles	30%	33%	44%	44%	20%	44%	28%
Premium vehicles/brands offered	32%	14%	34%	9%	18%	26%	28%
Hassle-free online contract closing/full digital customer experience	24%	28%	37%	32%	23%	33%	27%
Home delivery services	26%	27%	39%	28%	22%	37%	25%
Increased flexibility	37%	30%	44%	46%	28%	40%	24%
Selection of brand-new as well as certified pre-owned vehicles	22%	19%	37%	28%	24%	32%	24%
Possibility to exchange vehicles	24%	27%	33%	29%	22%	29%	23%
Availability of complementary premium services	31%	16%	38%	13%	27%	31%	22%
Selection of only brand-new vehicles	21%	13%	32%	10%	15%	21%	22%
Possibility to subscribe to a vehicle segment instead of a specific model	25%	20%	37%	17%	16%	29%	21%
Possibility to test new vehicles for a certain period without additional costs	27%	24%	39%	33%	40%	34%	21%
Possibility to subscribe to a specific model instead of a vehicle segment	18%	19%	36%	17%	18%	25%	12%

Top three characteristics

Note: Sum of the percentages exceed 100% as respondents can select multiple options.
Q64. What are the most important characteristics of a vehicle subscription? Please select all that apply.
Sample size: n= 515 [China]; 289 [Germany]; 606 [India]; 257 [Japan]; 216 [Republic of Korea]; 2,486 [Southeast Asia]; 197 [US]

At the same time, some consumers surveyed are concerned about vehicle availability, total ownership cost, and the perception of higher monthly fees associated with subscription services.

Main concerns regarding vehicle subscription services

Concerns regarding vehicle subscription services	China	Germany	India	Japan	Rep. of Korea	Southeast Asia	US
Vehicle availability/waiting time	**45%**	**43%**	**52%**	28%	41%	44%	**47%**
Total cost of ownership (i.e., price)	38%	35%	38%	**42%**	**46%**	41%	43%
Losing the sense of ownership	27%	35%	31%	24%	16%	31%	39%
Higher monthly fees compared to leasing	28%	35%	40%	37%	37%	**45%**	36%
Receiving and/or returning the vehicle	31%	27%	36%	30%	36%	30%	28%
Distrust for subscription service provider	14%	28%	28%	14%	21%	30%	28%
Difficulty ordering vehicle via an online channel	23%	16%	29%	10%	13%	30%	23%
Lack of contact with the dealer (i.e., for maintenance, repair)	28%	17%	36%	14%	22%	29%	20%
Limited possibility for configuration	36%	17%	33%	14%	20%	27%	16%
Other	0%	5%	1%	5%	1%	1%	3%

Top three concerns

Note: Sum of the percentages exceed 100% as respondents can select multiple options.
Q65. What are your main concerns regarding vehicle subscription services? Please select all that apply.
Sample size: n= 1,005 [China]; 1,500 [Germany]; 1,000 [India]; 1,006 [Japan]; 1,000 [Republic of Korea]; 5,939 [Southeast Asia]; 1,003 [US]

5 About the study

About the study

The 2024 study includes ~27,000 consumer responses from 26 countries around the world.

Americas	Sample
Argentina (AR)	1,000
Canada (CA)	1,000
Mexico (MX)	1,000
United States (US)	1,003

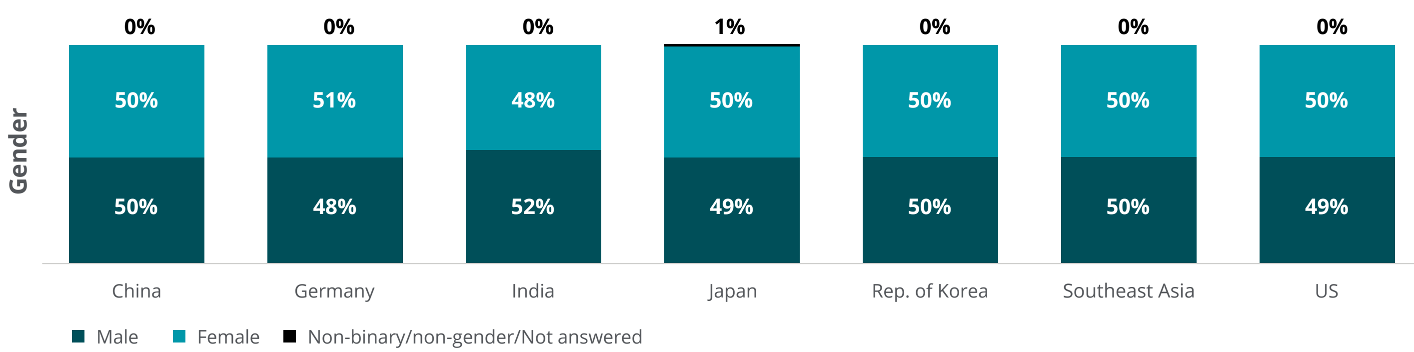
EMEA	Sample
Austria (AT)	1,002
Belgium (BE)	1,006
France (FR)	1,000
Germany (DE)	1,500
Italy (IT)	1,001
Poland (PL)	1,000
Saudi Arabia (SA)	1,000
South Africa (ZA)	1,005
Spain (ES)	1,006
Turkey (TR)	1,000
United Kingdom (GB)	1,500

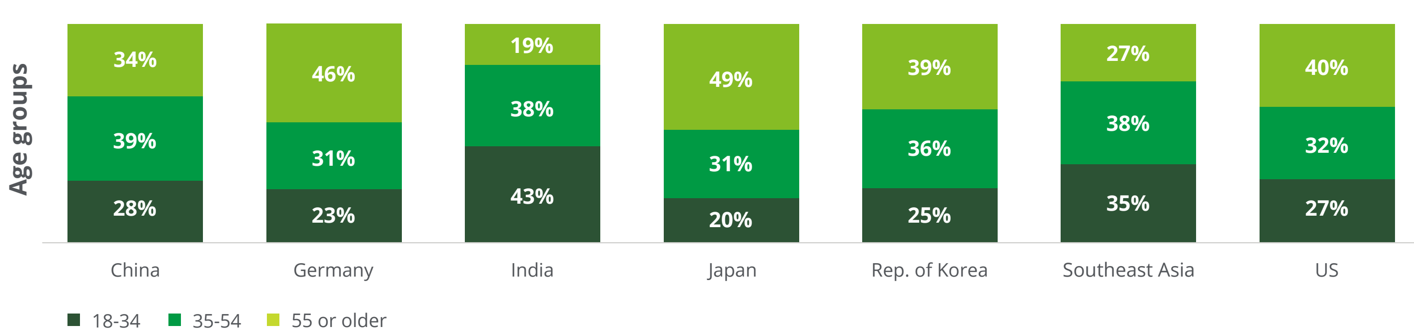
Asia-Pacific	Sample
Australia (AU)	1,003
China (CN)	1,005
India (IN)	1,000
Indonesia (ID) - SEA	1,005
Japan (JP)	1,006
Malaysia (MY) - SEA	957
Philippines (PH) - SEA	1,000
Republic of Korea (KR)	1,000
Singapore (SG) - SEA	1,000
Thailand (TH) - SEA	1,000
Vietnam (VN) - SEA	977

Study methodology
The study was fielded using an online panel methodology in which consumers of driving age are invited to complete the questionnaire (translated into local languages) via email.

Note: "Sample" represents the number of survey respondents in each country.

Study demographics





Note: Percentages may not add to 100 due to rounding.
Note: Non-binary/Non-gender confirming/Prefer not to answer percentage for Japan is 1%; Southeast Asia region comprises Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam markets.
Sample size: n= 1,005 [China]; 1,500 [Germany]; 1,000 [India]; 345 [Japan]; 453 [Republic of Korea]; 5,939 [Southeast Asia]; 1,003 [US]

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Acknowledgments:

We would like to thank Srinivasa Reddy Tummalapalli, Dinesh Tamilvanan, Srinivasarao Oguri, Rohith Reddy Alluri, and Kelly Warner for their important contributions to the research.

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