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## 2021 Global Automotive Consumer Study

Key Findings: Austria

January 2021



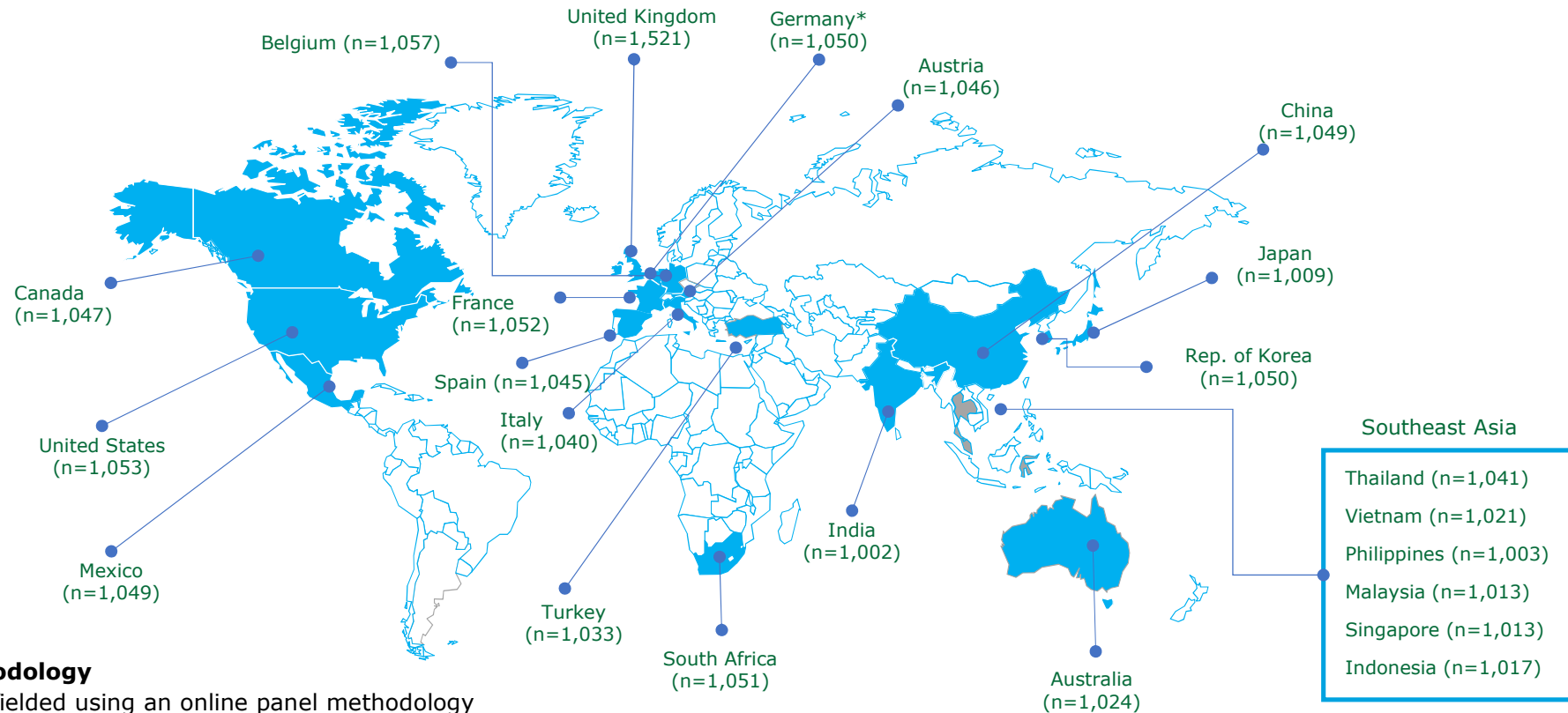
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MATTERS**  
*since 1845*

# Agenda

- About the study
- Technology in focus: vehicle electrification
- Vehicle financing trends
- Future vehicle intentions

## About the study

The 2021 study includes more than 24K consumer responses across 23 global markets.



### Study methodology

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

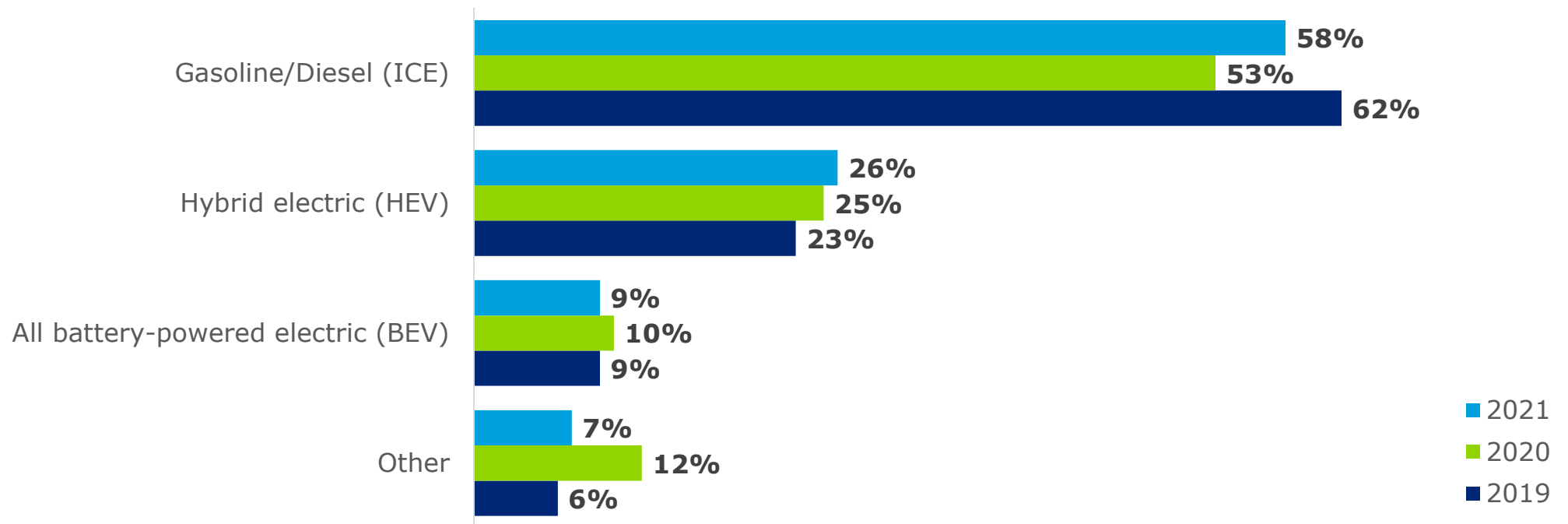
\*Data for Germany has been weighted by age group.

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

# Technology in focus: vehicle electrification

# Interest in ICE engines is edging back up likely due, in part, to COVID-related financial concerns and a decline in 'other' engine options.

Type of engine in next vehicle



Note: "Other" includes engine types such as compressed natural gas, ethanol, and hydrogen fuel cells

Q42. What type of engine would you prefer in your next vehicle?

Sample size: n= 850 [2021]; 954 [2020]; 941 [2019]

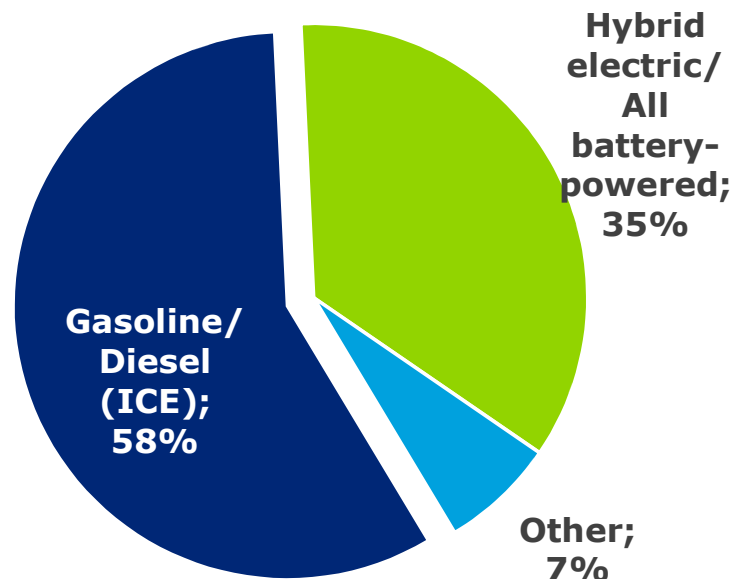
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## For the people intending to buy an EV, it's mostly about lowering fuel costs, reducing emissions, and government incentives.

Type of engine in your next vehicle



Note: "Other" includes engine types such as compressed natural gas, ethanol, and hydrogen fuel cells

Q42. What type of engine would you prefer in your next vehicle?

Sample size: n= 850

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Ranking of factors in terms of their impact on your decision to acquire an electrified vehicle (highest to lowest)

1. Lower fuel costs
2. Concern about climate change / reduced emissions
3. Government incentives / stimulus programs
4. Less maintenance
5. Better driving experience (e.g., quieter, more performance)

Q43. Please rank the following factors in terms of their impact on your decision to acquire an electrified vehicle (highest to lowest).

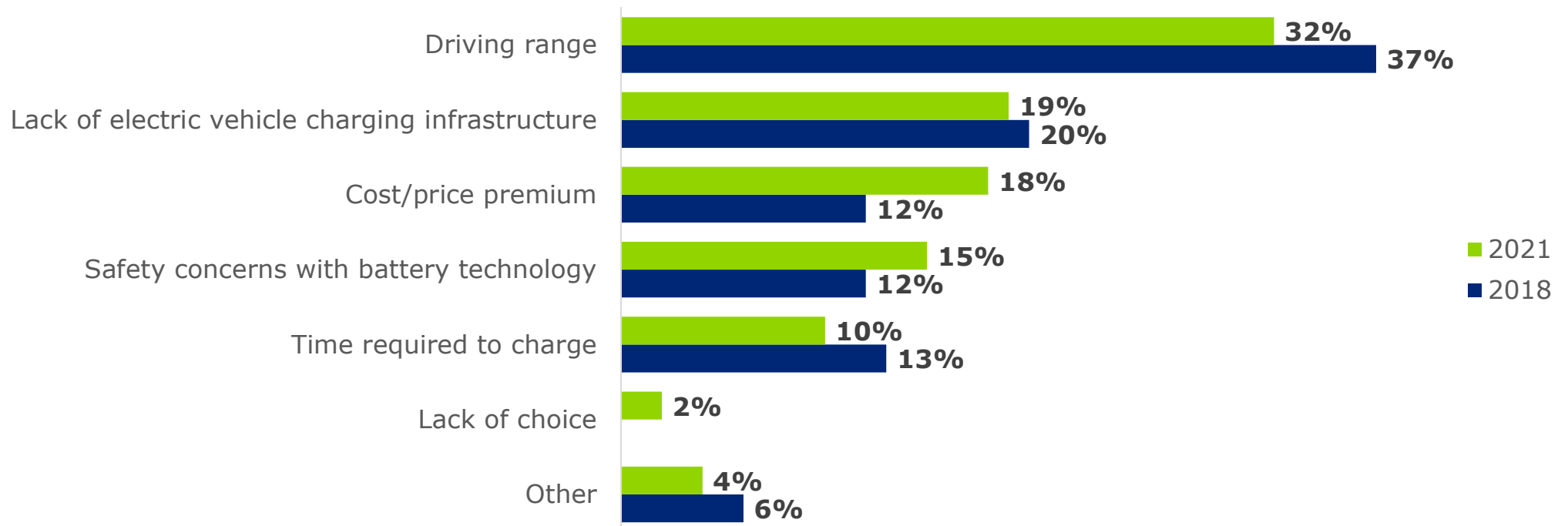
Sample size: n= 300

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# Concerns around EV range and charging top the list followed by cost/price premium, but is the technology cost coming down fast enough?

Greatest concern regarding all battery-powered electric vehicles



Note: Lack of choice is not provided as an option in the 2018 study

Q47. What is your greatest concern regarding all battery-powered electric vehicles?

Sample size: n= 850 [2021]; 1,279 [2018]

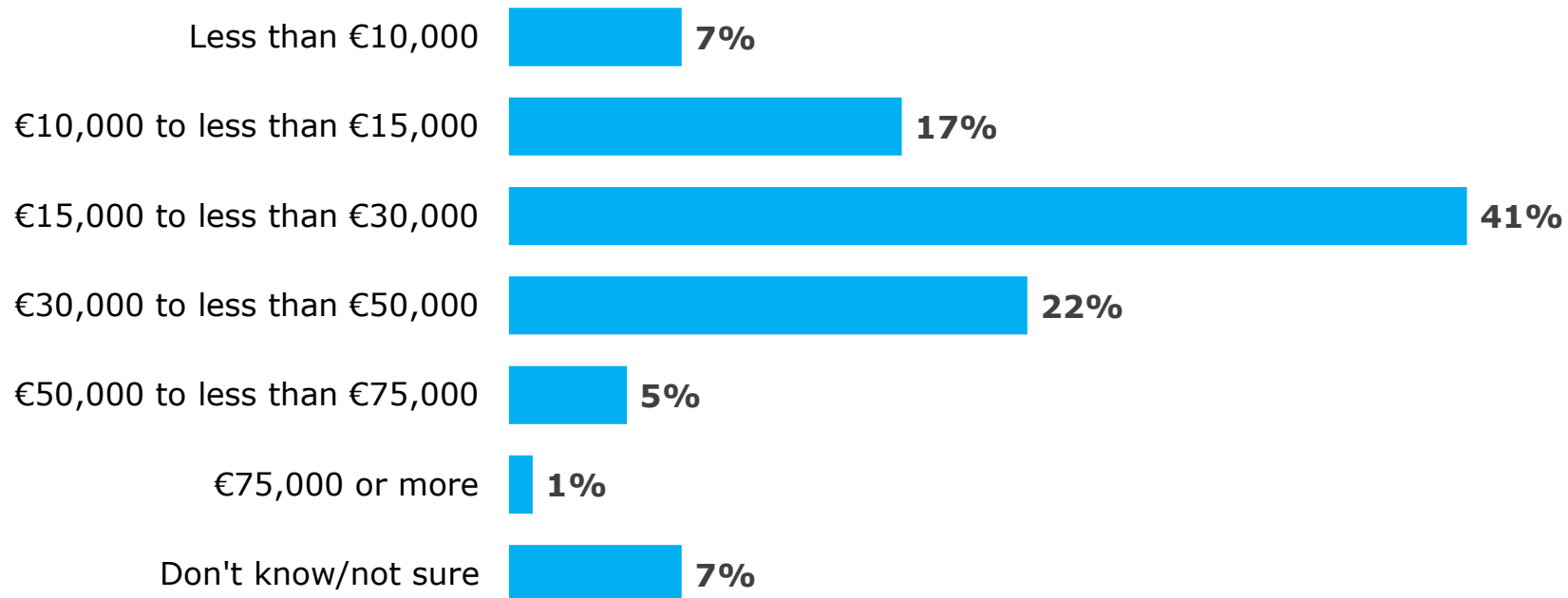
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## More than two-thirds of EV intenders (65 percent) are looking to buy in the sub-€30K range (which doesn't include a lot of vehicle choices yet).

Percentage of consumers willing to shop for an electrified vehicle in the price range of...



Q44. In which of the following price ranges will you be shopping for an electrified vehicle? (Please indicate what you would expect to pay after any dealer/brand or government incentives that might be available)

Sample size: n= 300

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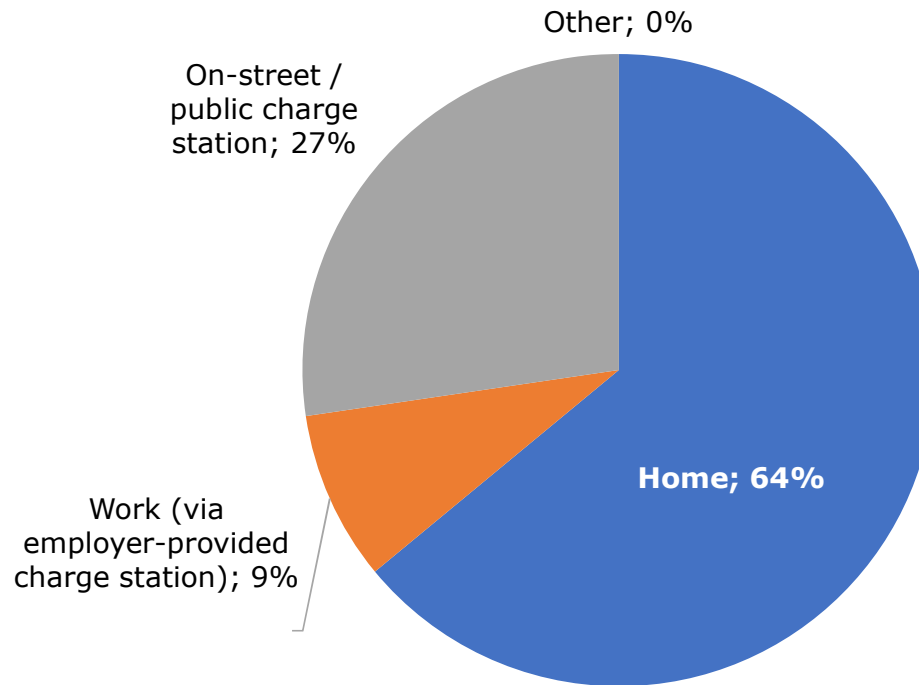
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# Most EV intenders expect to charge their EVs at home – only 27% of them will be using public chargers despite the persistent, overall concern regarding the availability of a viable charging network.

Expecting to charge electrified vehicle most often at...



Q45. Where do you expect to charge your electrified vehicle most often?

Sample size: n= 300

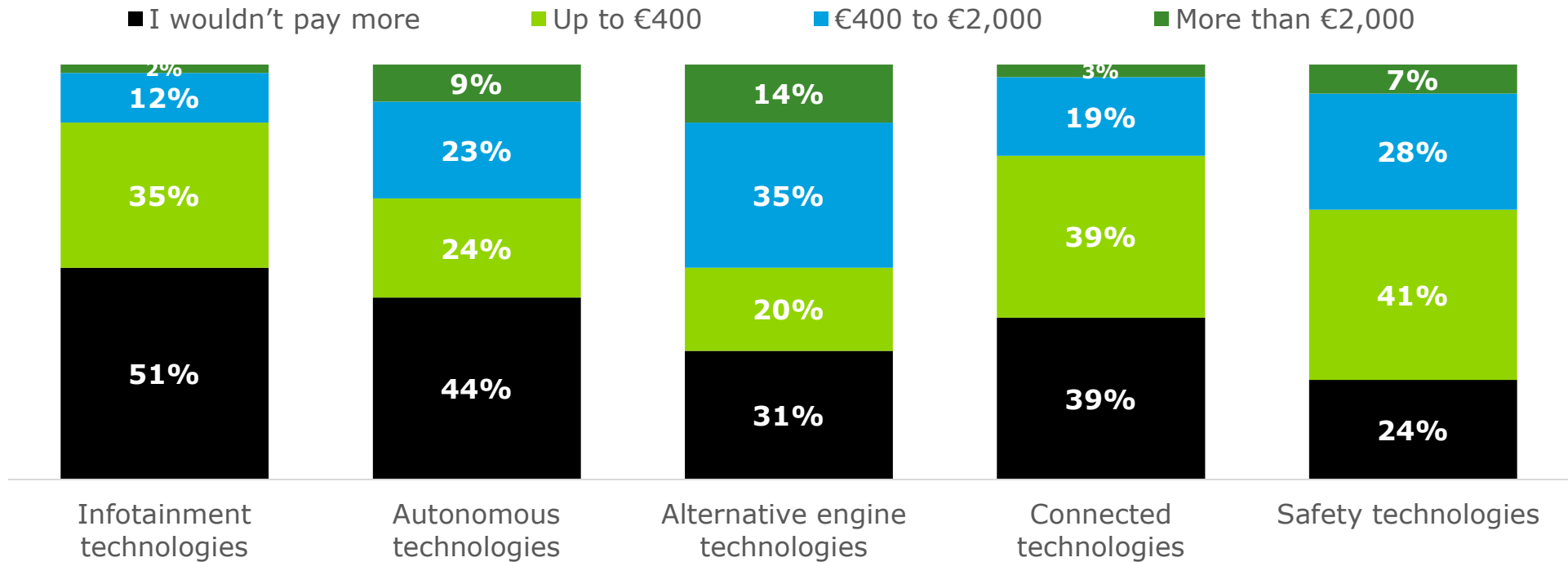
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# One-third of people are unwilling to pay anything extra for an alternative engine, raising questions around whether OEMs can generate an ROI.

Willingness to pay for technologies



Note: Did not consider "Don't know" responses

Q4: How much more would you be willing to pay for a vehicle that had each of the technologies listed below?

Sample size: n=983

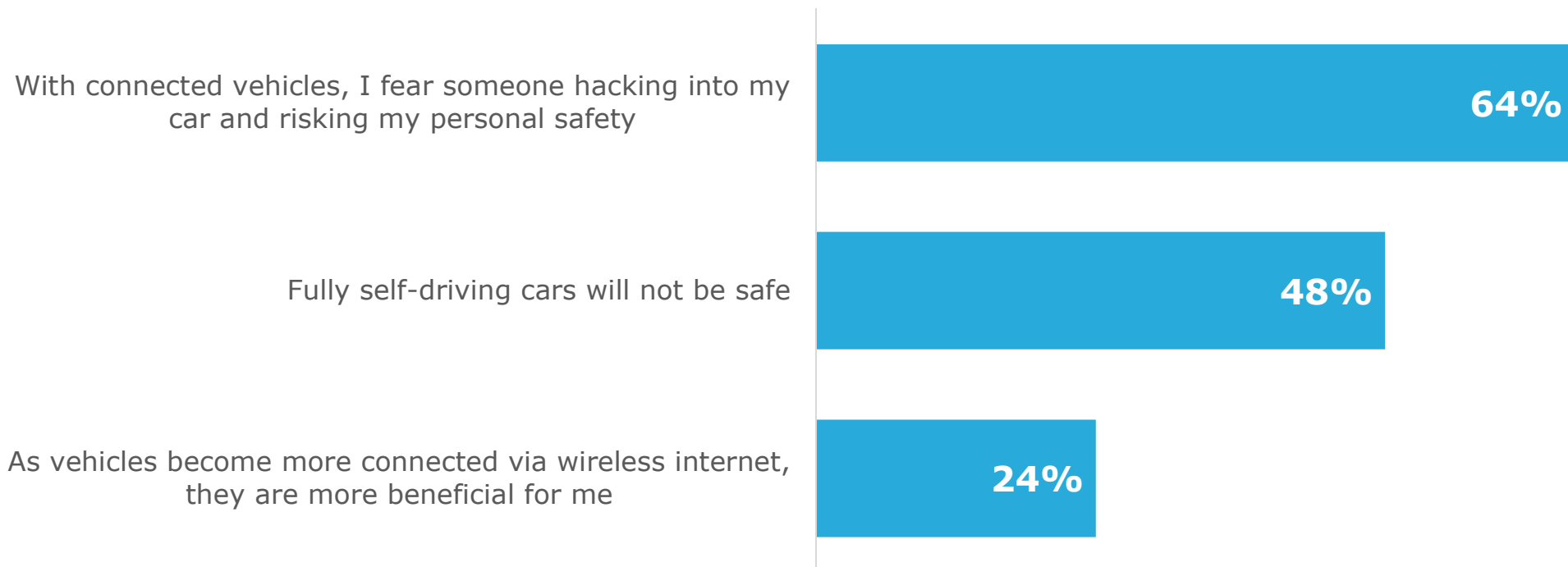
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# EVs are moving forward, but some autonomous vehicle programs have been sidelined as companies have been forced to prioritize R&D spending.

Percentage of consumers who agree that ...



Q3: To what extent do you agree or disagree with the following statements?

Sample size: n=1,023

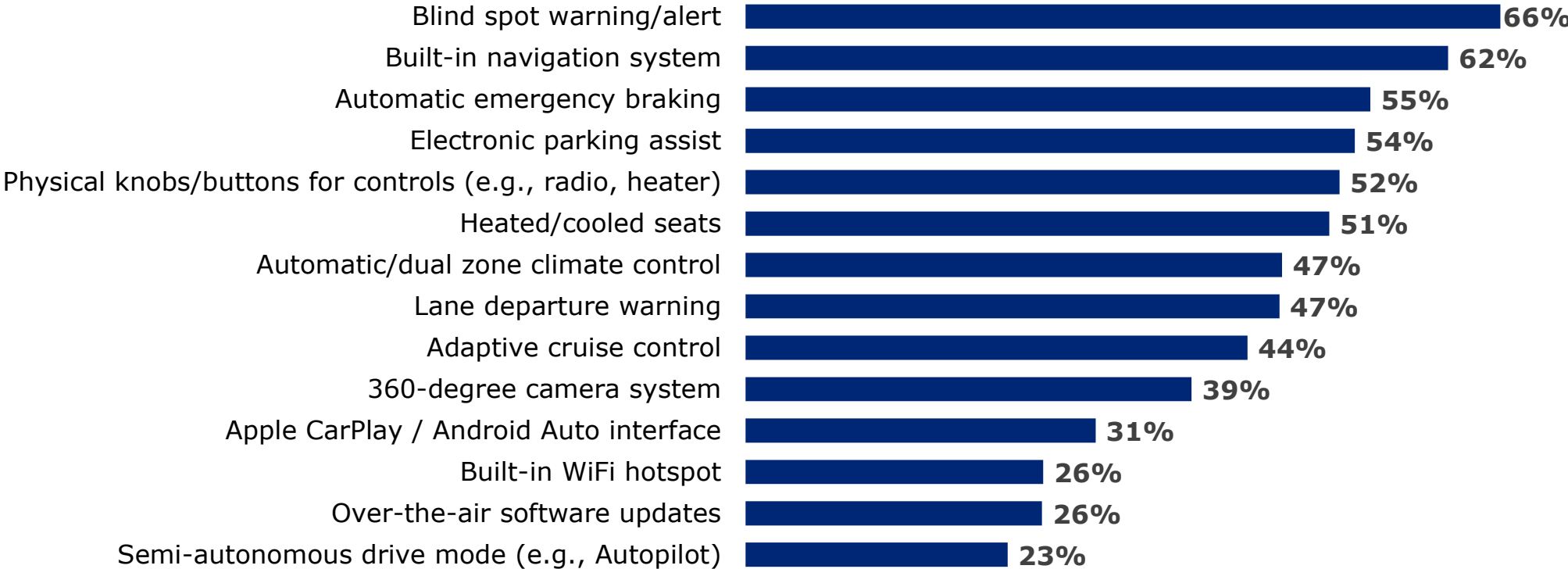
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# But, safety technologies are still top of mind as people most desire blind spot warning and emergency braking systems.

Importance (Somewhat/very important) of various vehicles features for next vehicle purchase



Q26. How important are each of the following features for your next vehicle?

Sample size: n= 890

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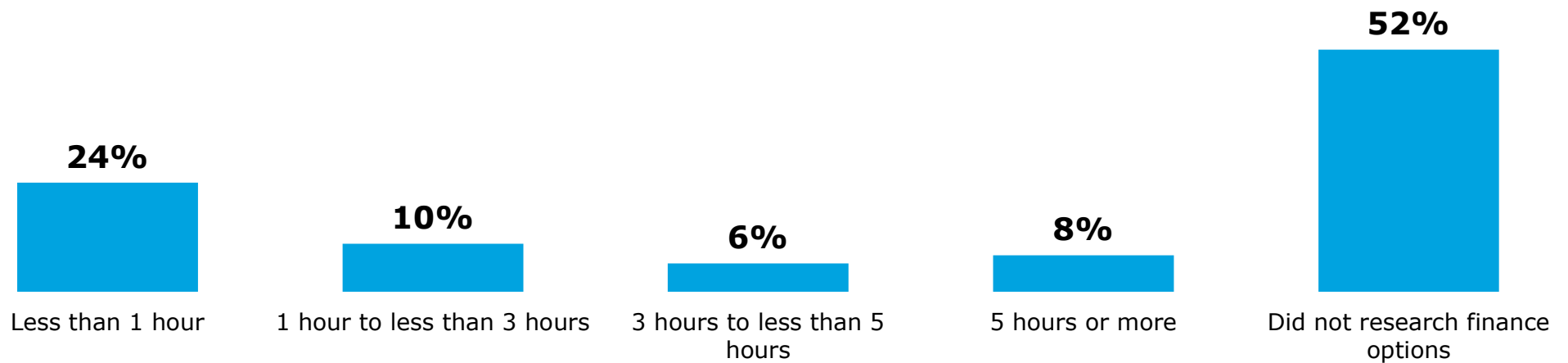
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# Vehicle financing trends

## More than half of current owners said they did not conduct any research on financing options prior to acquiring their vehicle.

Time spent by consumers in researching finance options prior to acquiring their current vehicle



Q13: In total, how long did you spend researching finance options prior to acquiring your current vehicle?

Sample size: n=753

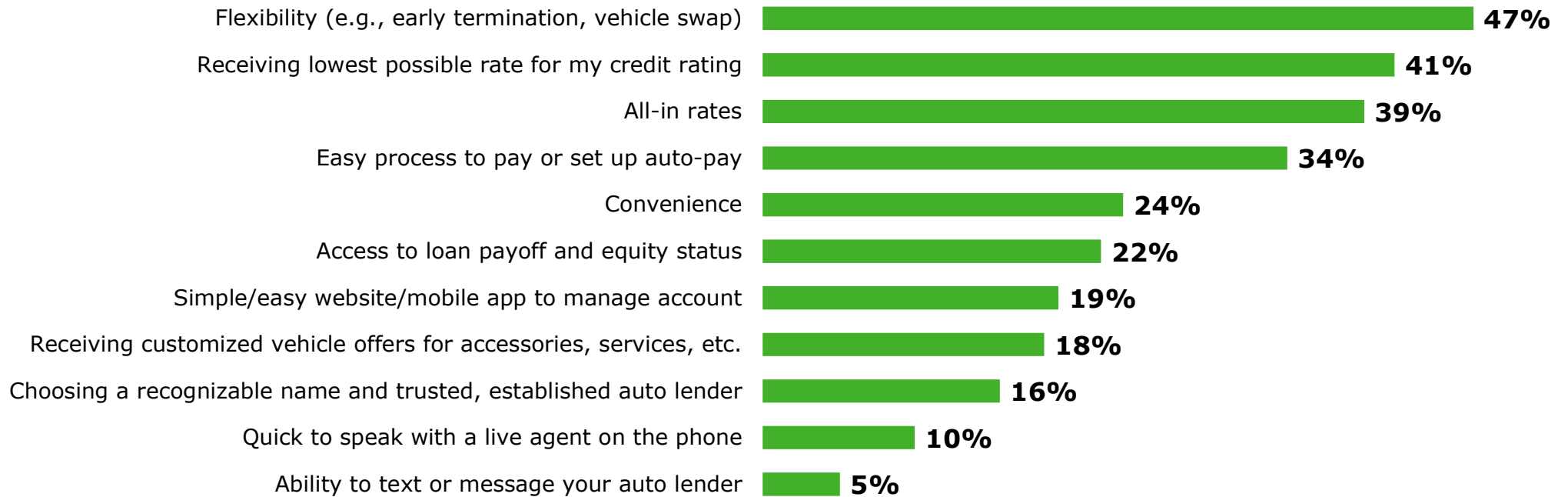
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## Most important factors for financing are having flexibility, getting the lowest finance rate, and having the option of all-in rates.

Most important things related to loan/lease/subscription account



Q14: When it comes to your loan/lease/subscription account, what is most important to you? Please select all that apply.

Sample size: n= 753

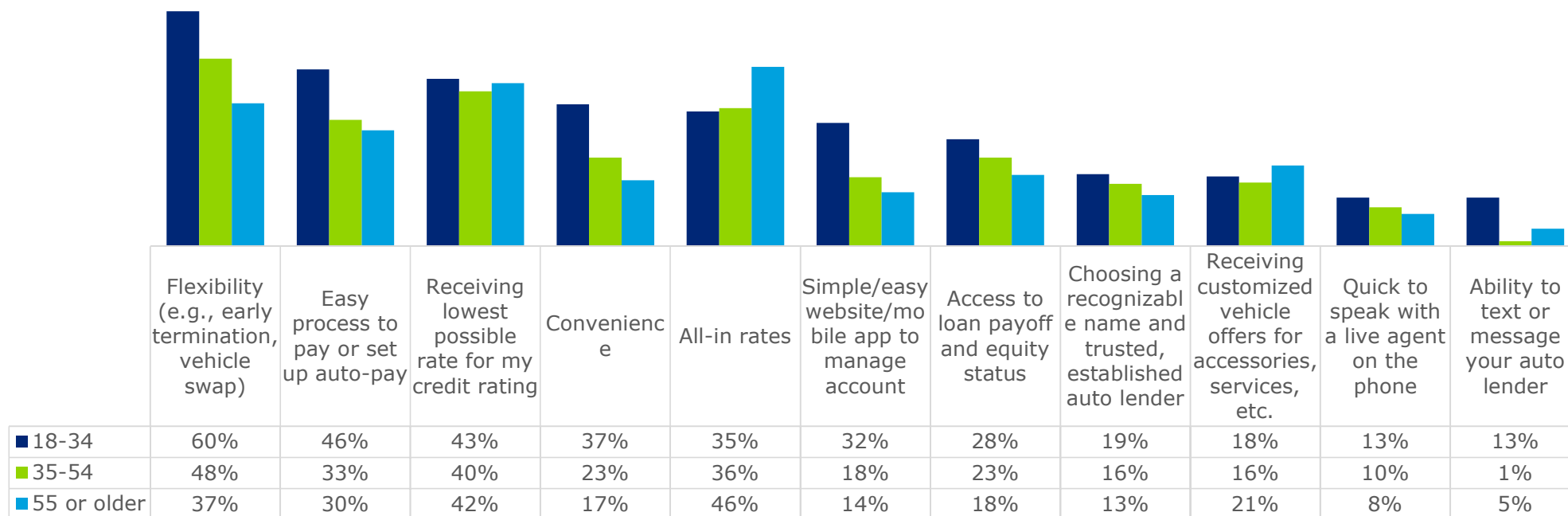
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## Younger consumers are more interested in loan accounts that offer flexibility for early closure/vehicle swap with easy payment processes.

Most important things related to loan/lease/subscription account by age groups



Q14: When it comes to your loan/lease/subscription account, what is most important to you? Please select all that apply.

Sample size: n= 167 [18-34]; 298 [35-54]; 288 [55 or older]

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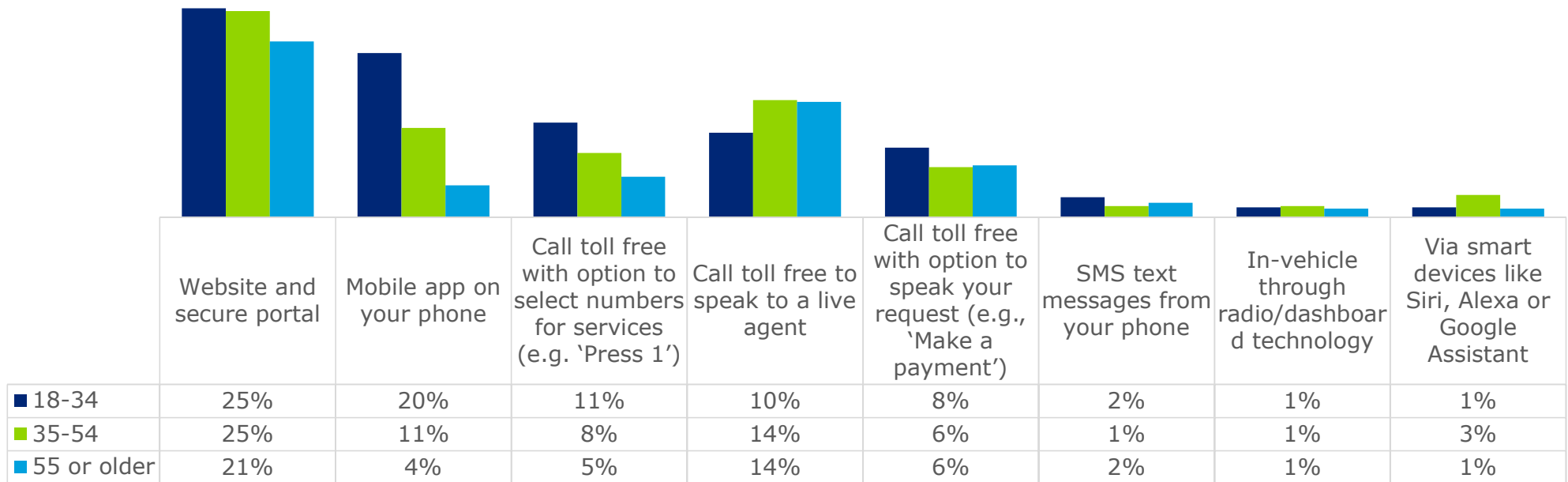
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# Website is the most preferred way for consumers, across age groups, to interact with their lender while mobile is preferable for younger consumers.

Most preferred way of interacting with auto lender by age groups



Note: Sum of preferred ways of interacting with auto lender do not add up to 100% as N/A % was not shown

Q15. What is your most preferred way of interacting with your auto lender?

Sample size: n= 167 [18-34]; 298 [35-54]; 288 [55 or older]

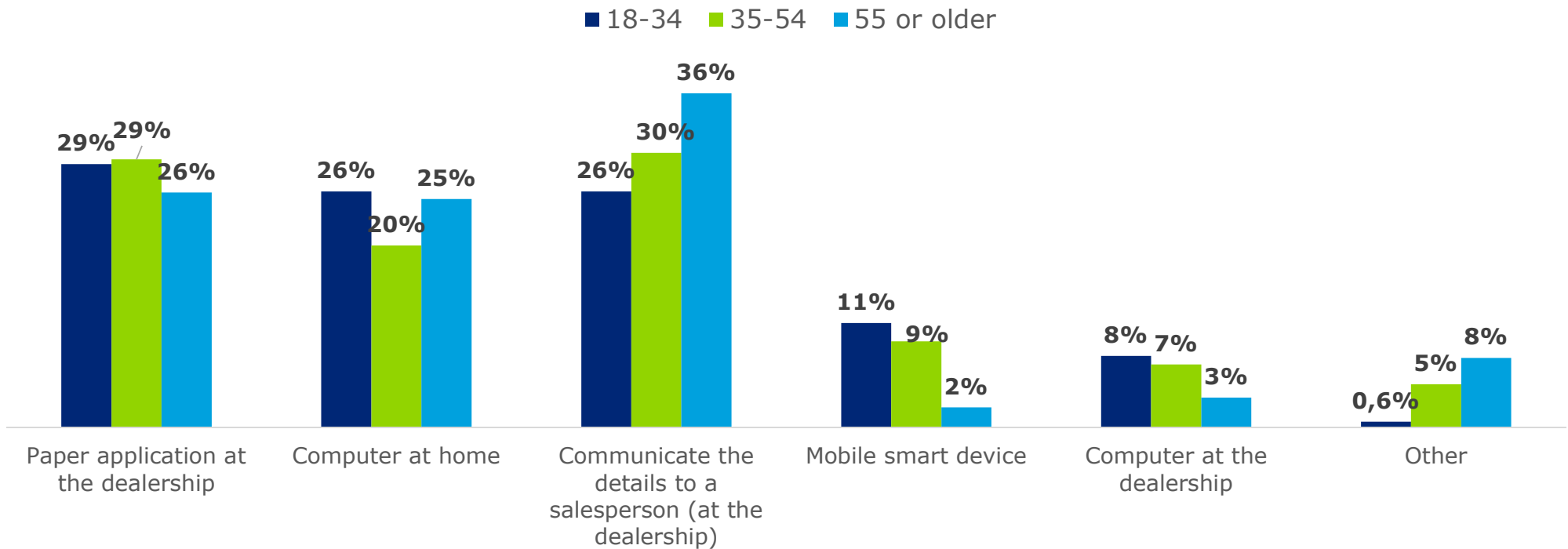
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# Consumers, across age groups, prefer completing a financing application at the dealership – using a mobile smart device is still a little ways off.

Most preferred way to complete a vehicle financing application



Q38. How would you most prefer to complete a vehicle financing application?

Sample size: n= 167 [18-34]; 277 [35-54]; 277 [55 or older]

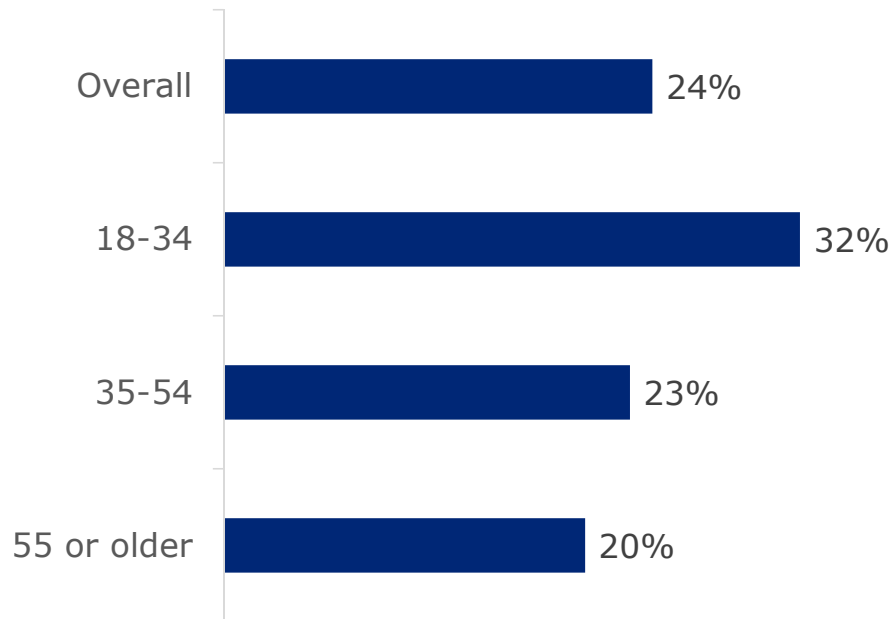
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## Younger consumers are more interested in buying additional finance products as part of a bundle, but interest in credit protection is limited.

Percentage of consumers who are somewhat/very likely to purchase additional finance-related products if they were bundled into vehicle's single monthly payment

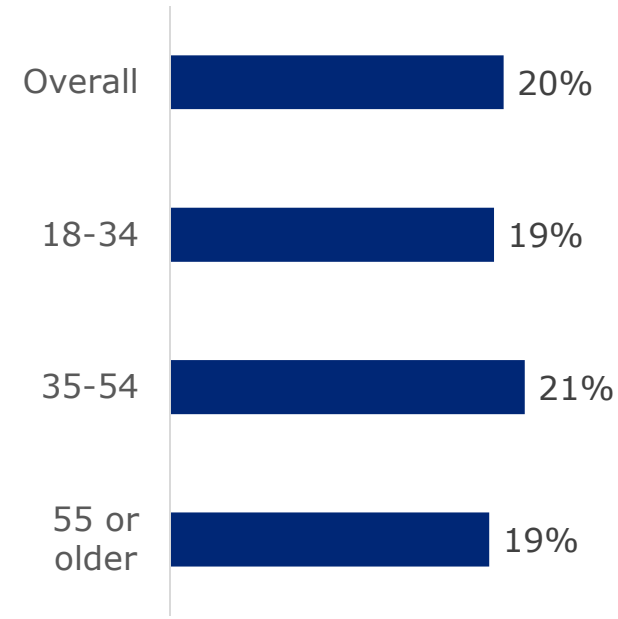


Q36. How likely would you be to purchase additional finance-related products (e.g., insurance, extended warranty) if they were bundled into your vehicle's single monthly payment?

Sample size: n= 675 [Overall]; 158 [18-34]; 255 [35-54]; 262 [55 or older]

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Percentage of consumers who are somewhat/very likely to purchase credit protection on a new loan/lease



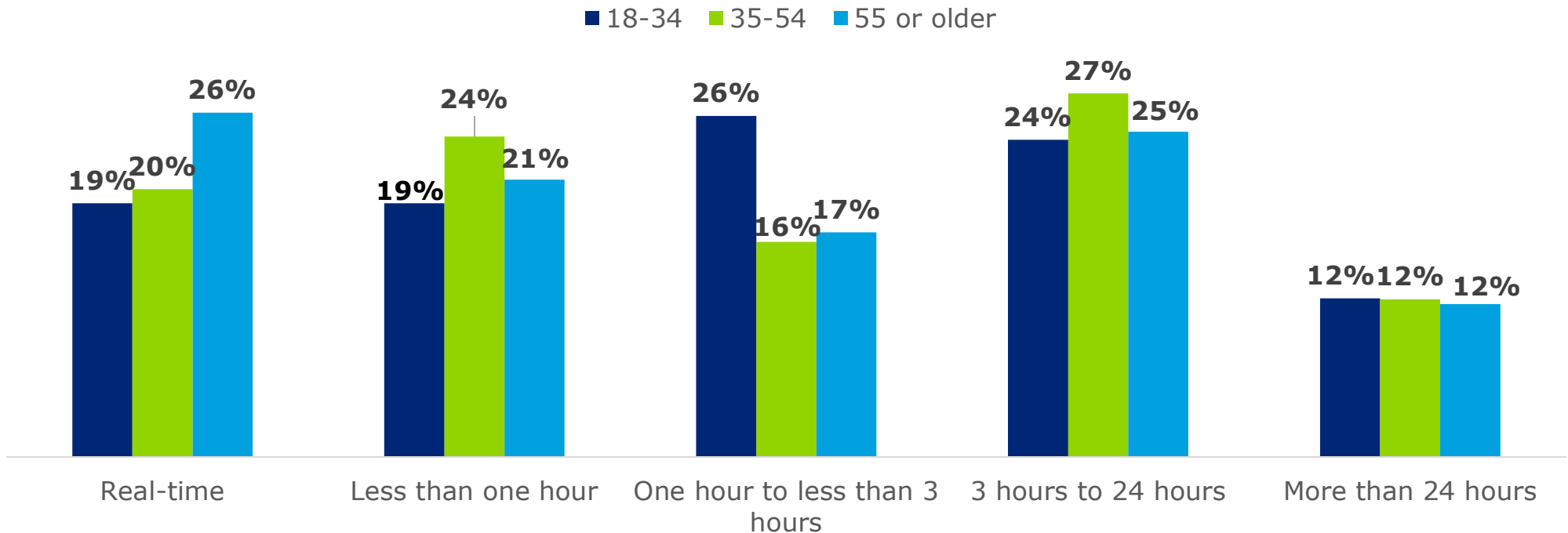
Q37. How likely would you be to purchase credit protection on a new loan/lease (i.e., a small increase in monthly payment for protection that pay offs or reduces your amount owed in the case of disability, death, job loss, etc.)?

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# Surprisingly, younger consumers are willing to wait longer to receive a decision about a vehicle financing application.

Acceptable wait time to receive a decision on vehicle financing application



Note: Sum of %s for 35-54 and 55 or older age groups do not add to 100% due to rounding

Q39. When applying for vehicle financing, how long is an acceptable wait time to receive a decision?

Sample size: n= 167 [18-34]; 277 [35-54]; 277 [55 or older]

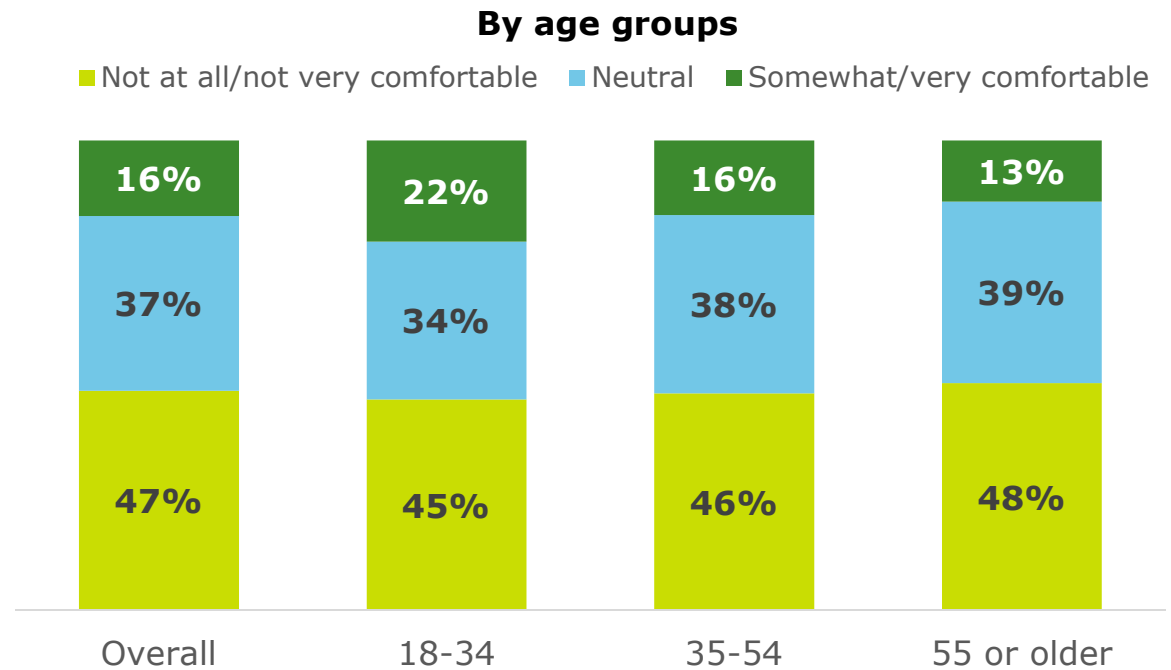
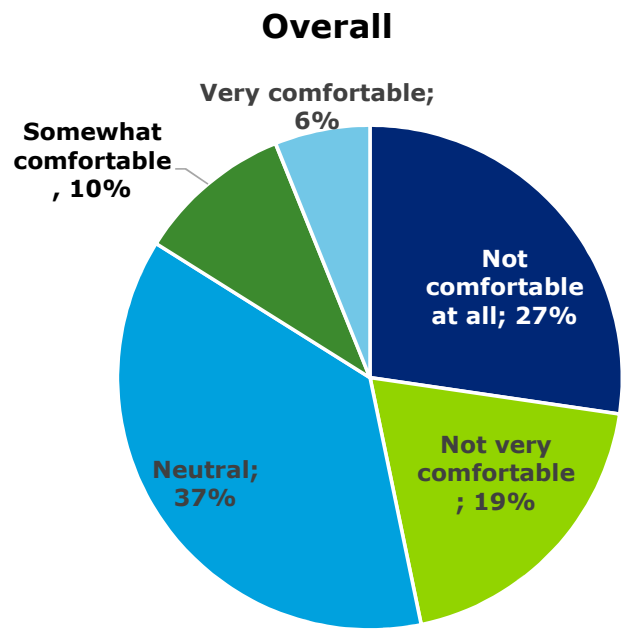
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# Consumers, across age groups, are NOT comfortable with completing vehicle finance transaction via live video on their mobile.

Comfort level in completing a finance transaction (i.e., submit application and sign the contract) via live video on mobile device



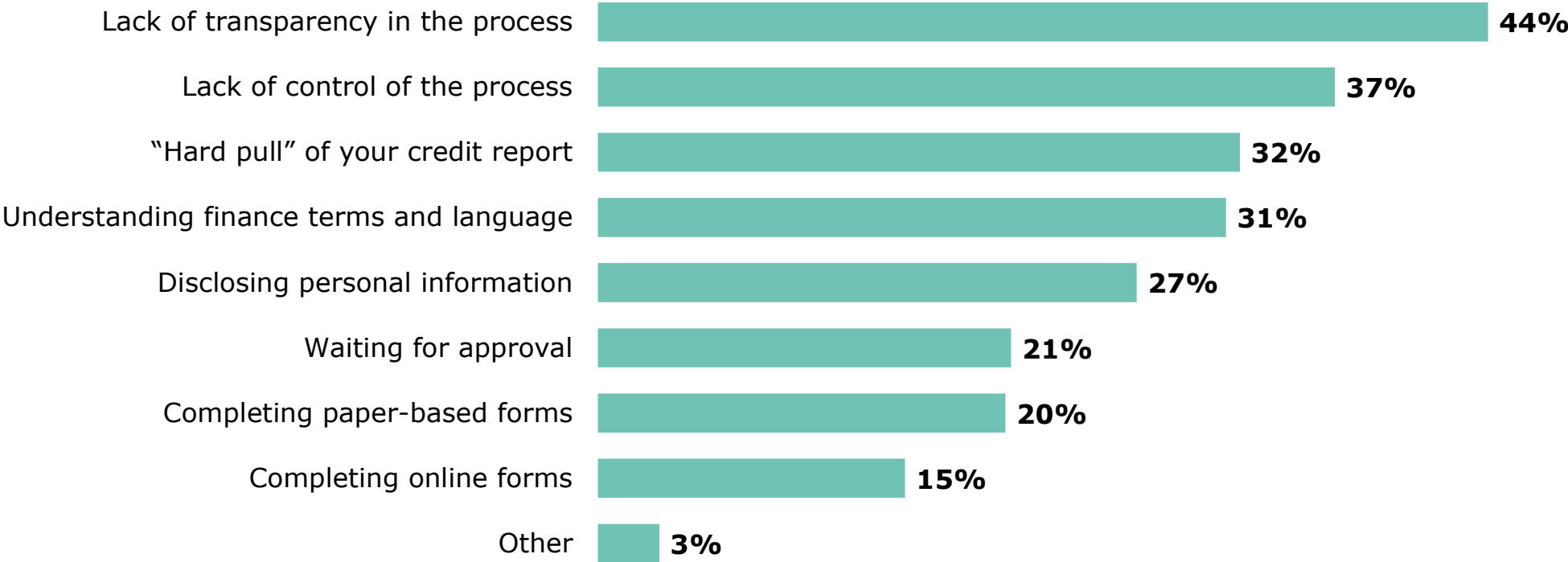
Note: Sum of %s in pie chart and for 18-34 age group in "By age groups" do not add to 100% due to rounding

Q40. How comfortable would you be completing a finance transaction (i.e., submit application and sign the contract) via live video on your mobile device?

Sample size: n= 721 [Overall]; 167 [18-34]; 277 [35-54]; 277 [55 or older]

# Lack of transparency and a lack of control are the most disliked aspects of the financing process

Most disliked part(s) of the finance process



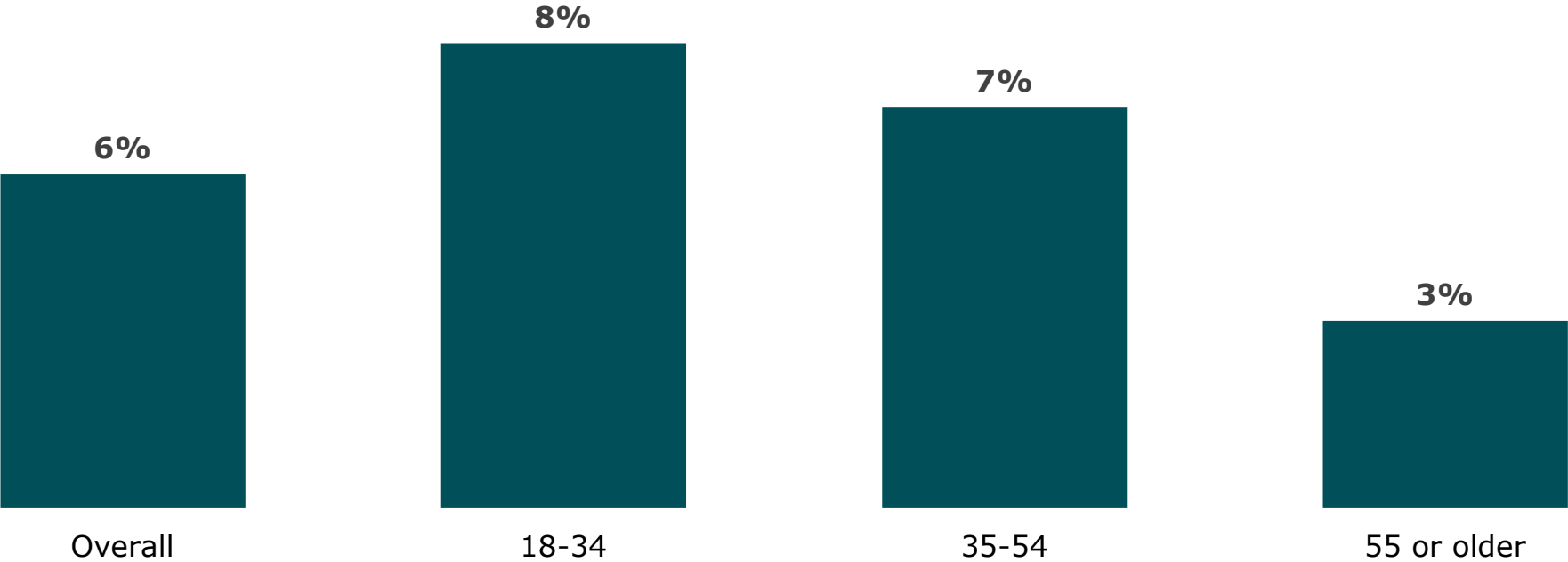
Q41. What part(s) of the finance process do you dislike the most? (Select all that apply)

Sample size: n= 721

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# Hardly any consumers have requested a vehicle payment deferment this year, despite the economic consequences of the pandemic.

Percentage of consumers who requested for a payment deferment



Note: Respondents can select either "Yes", or "No", or "Not applicable"  
Q16: Have you requested a payment deferment this year?  
Sample size: n= 753 [Overall]; 167 [18-34]; 298 [35-54]; 288 [55 or older]

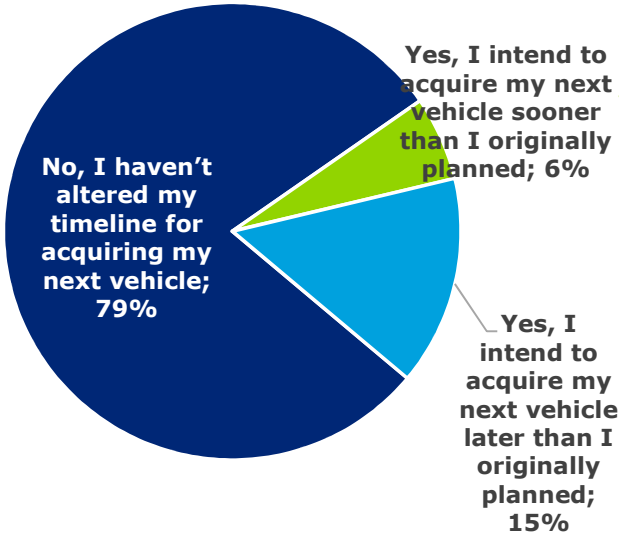
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# Future vehicle intentions

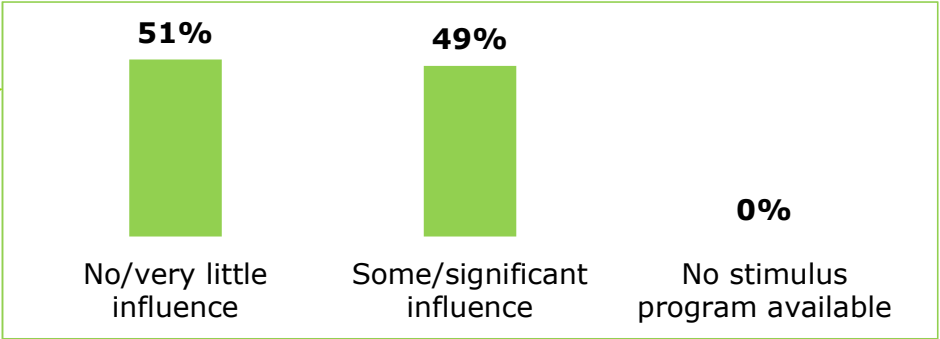


# Only 21% have altered their timeline for acquiring their next vehicle and of these, a majority are not likely to buy sooner even if special rates offered.

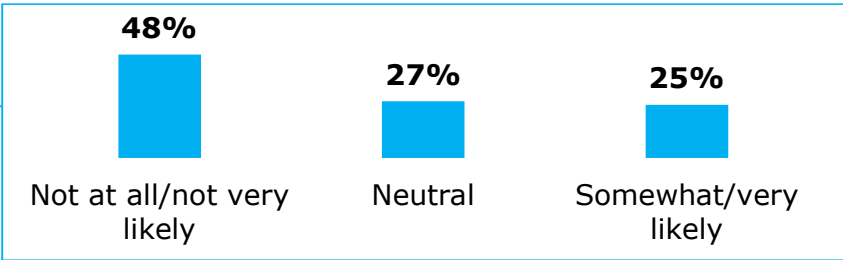
Percentage of consumers who altered their timeline for acquiring next vehicle because of the COVID-19 pandemic



Availability of a government stimulus program influenced your decision to acquire your next vehicle sooner than originally planned



Acquire next vehicle sooner if you received a pre-approved special finance rate or lease payment



Q23. Have you altered your timeline for acquiring your next vehicle because of the COVID-19 pandemic?

Q24. To what extent has the availability of a government stimulus program influenced your decision to acquire your next vehicle sooner than originally planned?

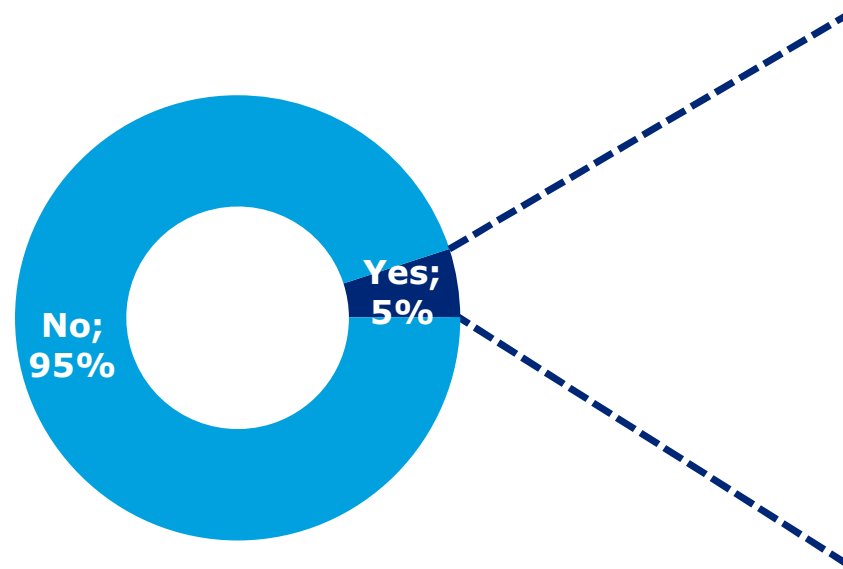
Q25. How likely would you be to acquire you next vehicle sooner if you received a pre-approved special finance rate or lease payment?

Sample size: n= 890 [Q23]; n= 53 [Q24]; n= 132 [Q25]

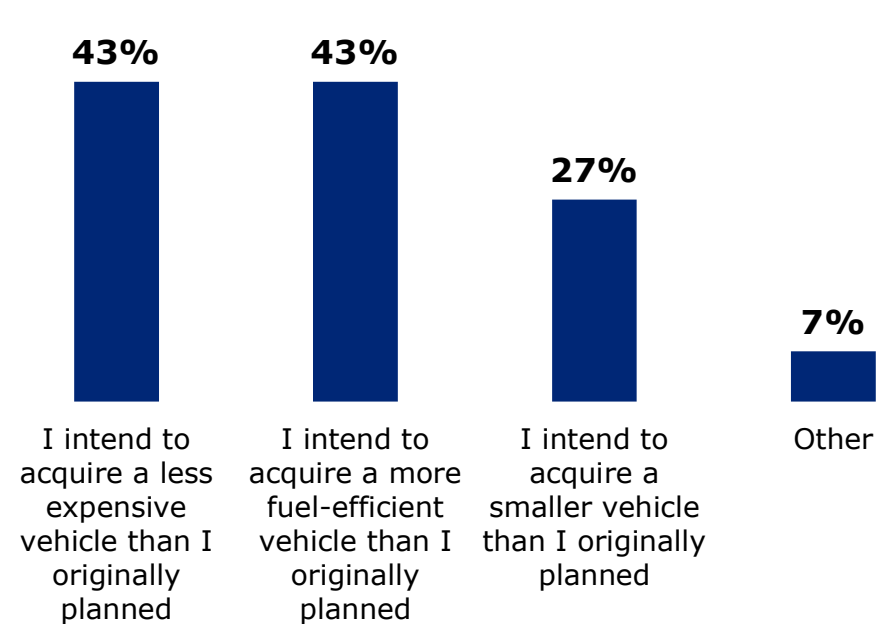
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# The COVID-19 pandemic has hardly had any impact on the type of vehicle consumers plan to buy next.

COVID-19 pandemic caused you to change your mind regarding what type of vehicle you would most like to acquire next



Kind of vehicle consumers are planning to buy now because of change of their mind due to the COVID-19 pandemic



Q30. Has the COVID-19 pandemic caused you to change your mind regarding what type of vehicle you would most like to acquire next?

Q31. How have you changed your thinking about what kind of vehicle you will acquire next? (Select all that apply)

Sample size: n= 890 [Q30]; n= 44 [Q31]

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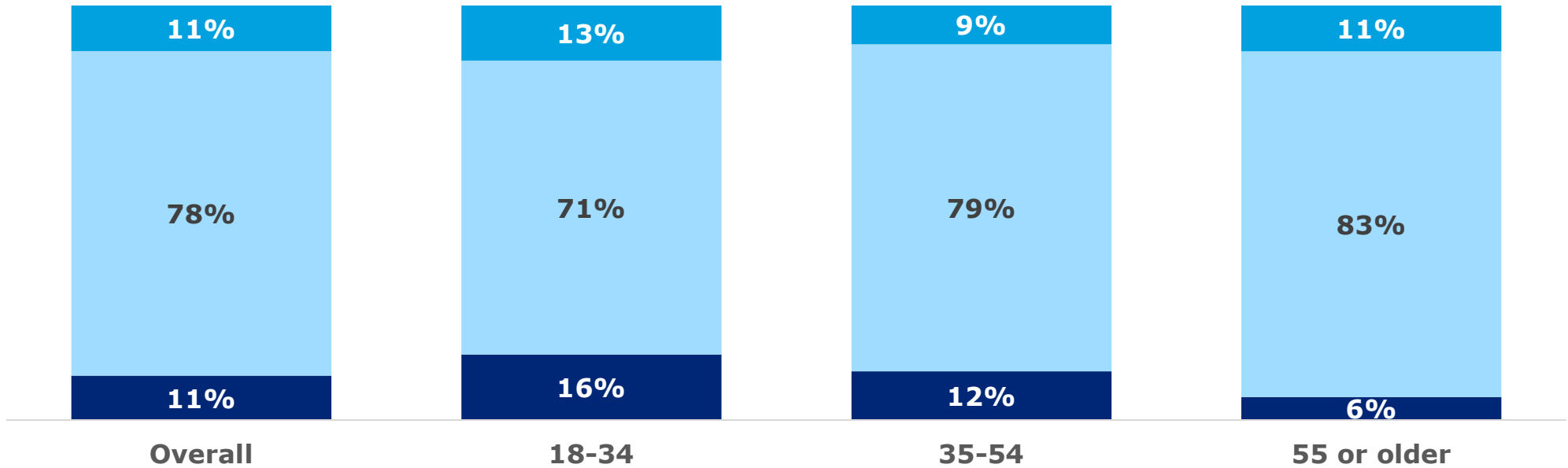
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# Pandemic-induced social distancing is not an important factor for consumers to think about vehicle ownership.

Percentage of consumers who are planning to acquire next vehicle primarily due to the need of maintaining social distancing

■ Yes ■ No ■ Not sure



Q28. Are you planning to acquire your next vehicle primarily due to the need of maintaining social distance while traveling?

Sample size: n= 890 [overall]; 241 [18-34]; 342 [35-54]; 307 [55 or older]

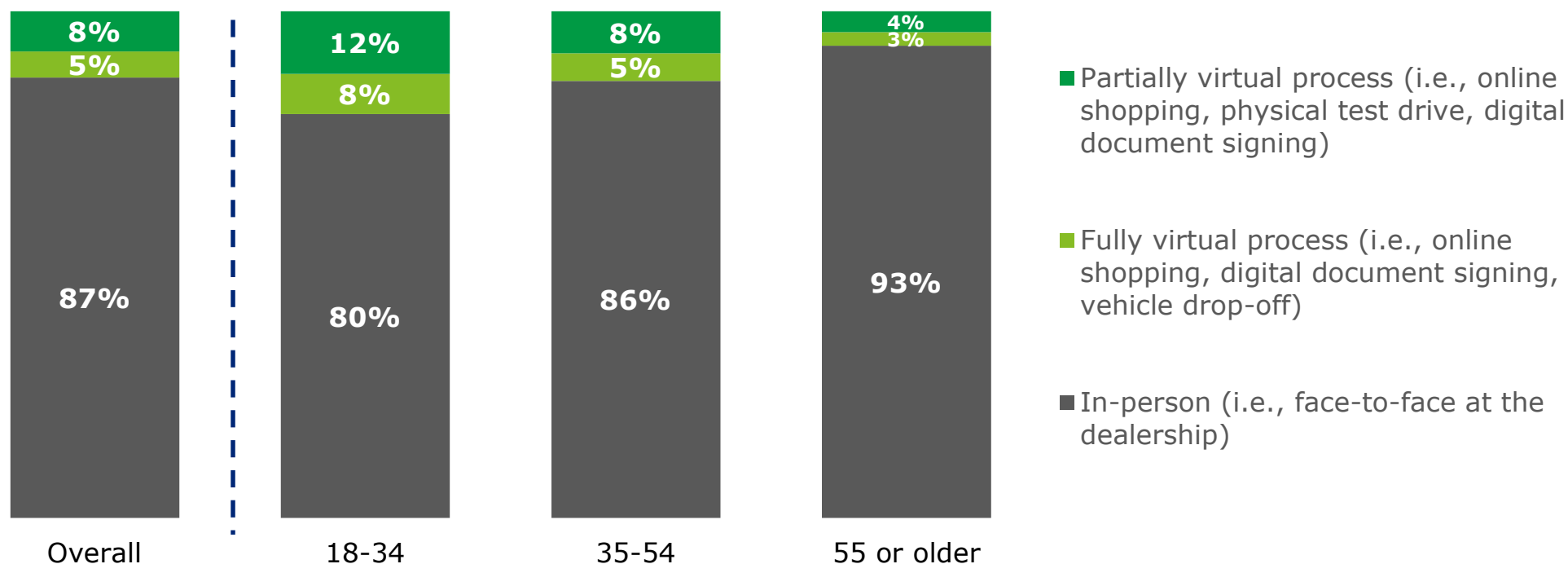
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# Virtual vehicle sales? Sure, but an overwhelming number of people still want to acquire their next vehicle in-person at the dealership.

Most preferred way to acquire next vehicle



Note: Sum of %s for 35-54 age group do not add to 100% due to rounding

Q48. How would you most prefer to acquire your next vehicle?

Sample size: n= 850 [Overall] ; 227 [18-34]; 328 [35-54]; 295 [55 or older]

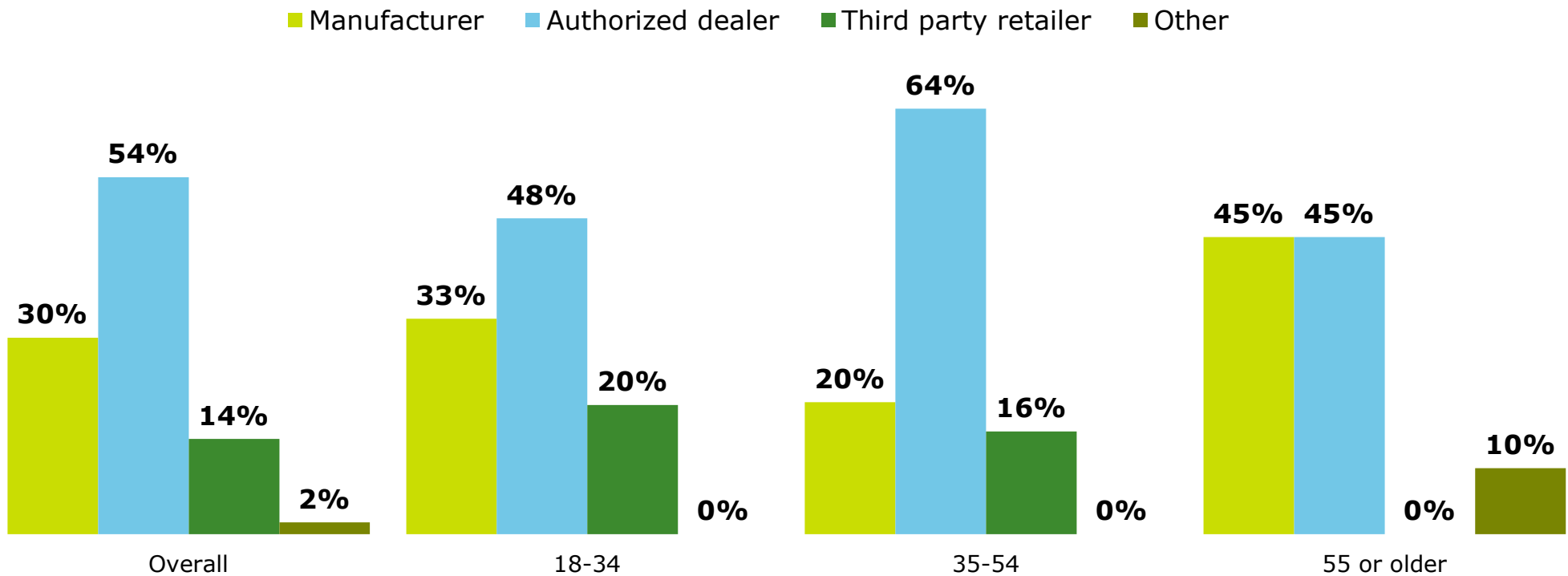
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# Even if people are looking for a virtual sales experience, most of them would still prefer to acquire their next vehicle from a dealer.

Most preferred way to acquire next vehicle via a virtual process



Note: Sum of %s for 18-34 age groups do not add to 100% due to rounding

Q49. From whom would you most prefer to acquire your next vehicle via a virtual process?

Sample size: n= 11 [Overall]; 46 [18-34]; 45 [35-54]; 20 [55 or older]

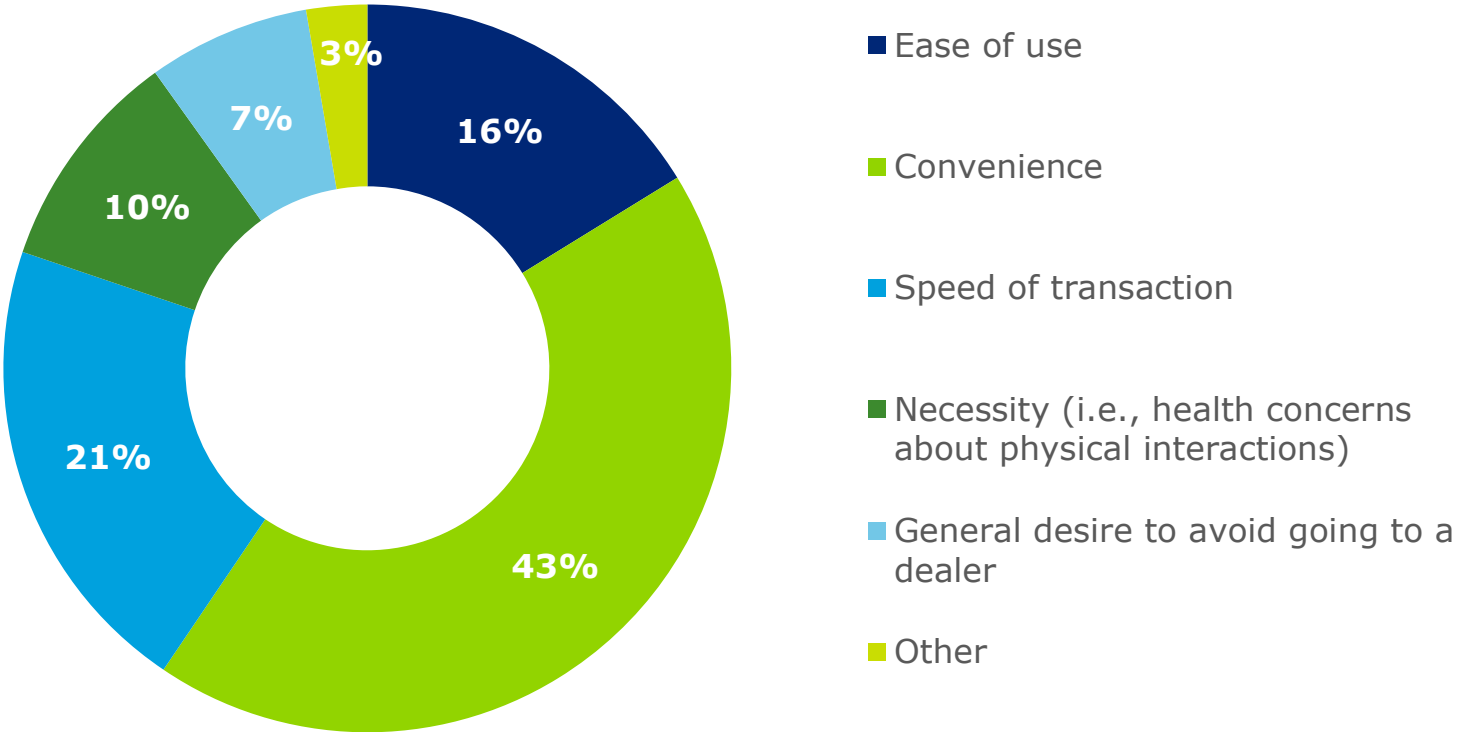
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# Convenience coupled with speed are the main reasons for consumers to consider a virtual process for acquiring their next vehicle.

Main reason to acquire next vehicle via a virtual process



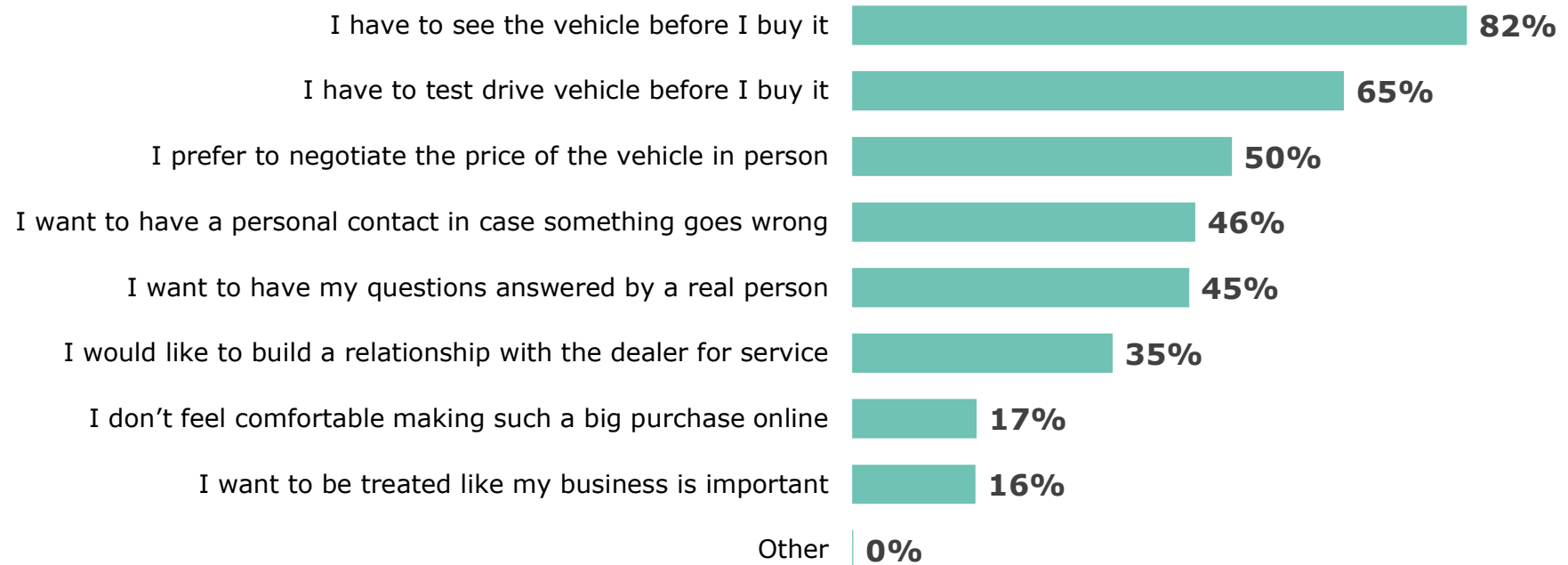
Q50. What is the main reason you would prefer to acquire your next vehicle via a virtual process?

Sample size: n= 111

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## But, at the end of the day, some things are simply hard to digitize as people still need to see/touch/smell (and drive) a vehicle before they buy it.

Main reasons for being not interested in acquiring next vehicle via virtual process



Q51. What are the main reasons you are not interested in acquiring your next vehicle via virtual process? (Select all that apply)

Sample size: n= 739

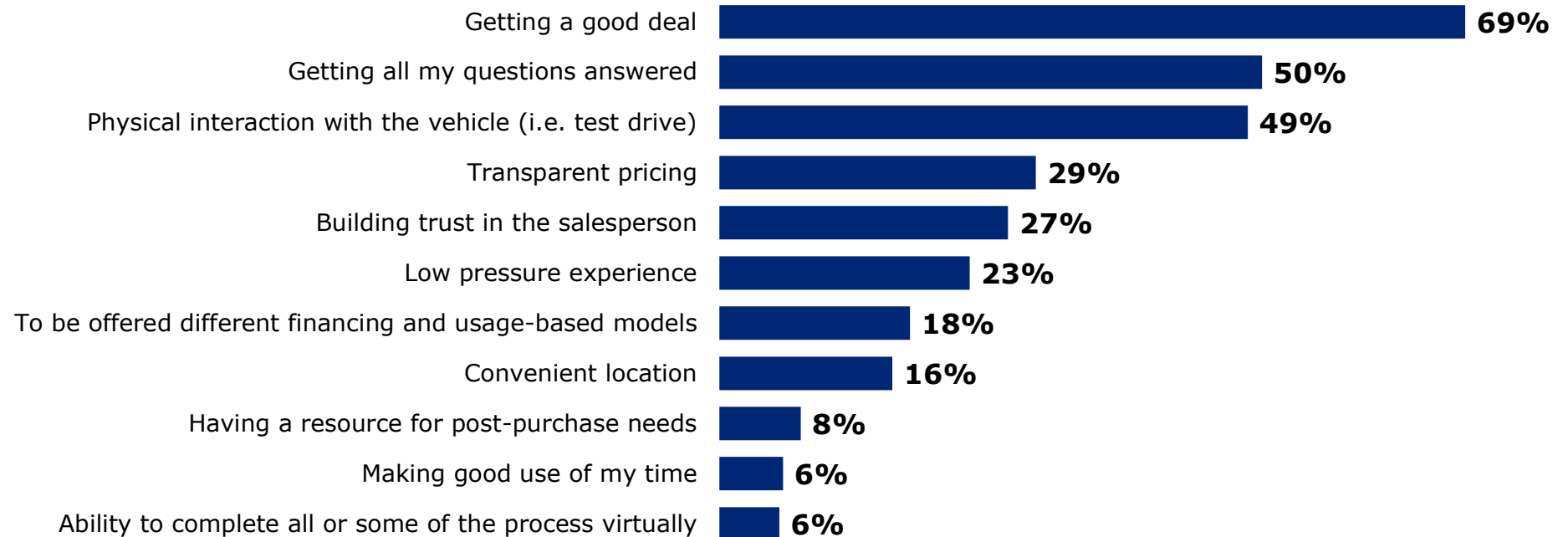
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## And some things never change as consumers still want a good deal with all their queries resolved, and a test drive before they buy a vehicle.

Top three most important aspects of the purchase experience



Q52. When looking to acquire your next vehicle, what are the top three most important aspects of the purchase experience? (Select top three)

Sample size: n= 850

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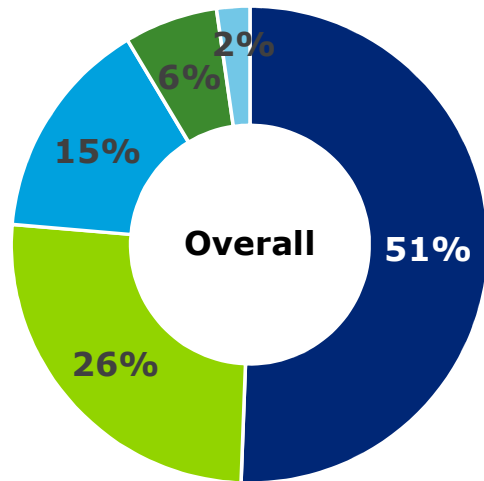
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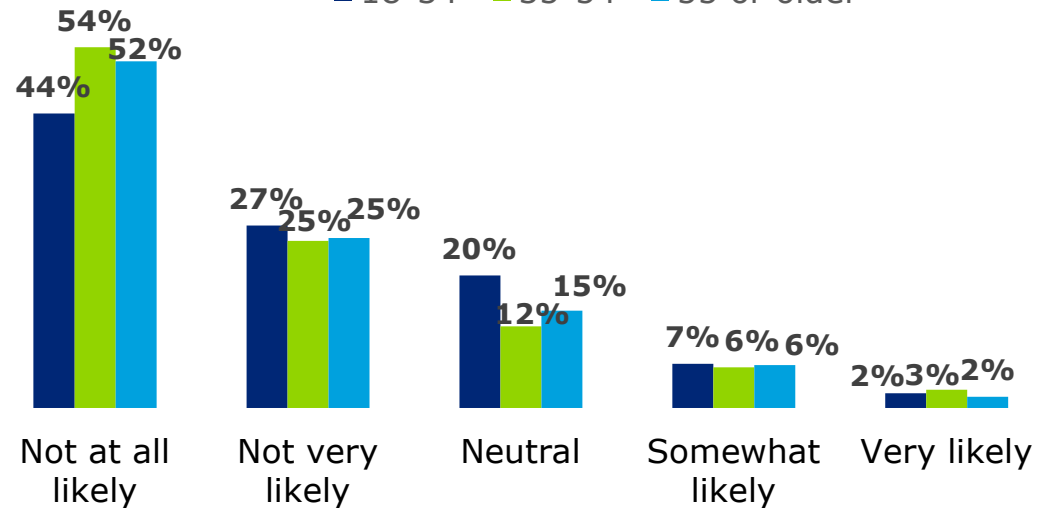
# In fact, only 8% of consumers are either somewhat or very likely to buy their next vehicle without a test drive.

Likelihood of acquiring next vehicle without a test drive



■ Not at all likely  
 ■ Not very likely  
 ■ Neutral  
■ Somewhat likely  
 ■ Very likely

**By age groups**  
■ 18-34  
 ■ 35-54  
 ■ 55 or older



Q53. How likely are you to acquire your next vehicle without a test drive?  
 Sample size: n= 850 [Overall]; 227 [18-34]; 328 [35-54]; 295 [55 or older]

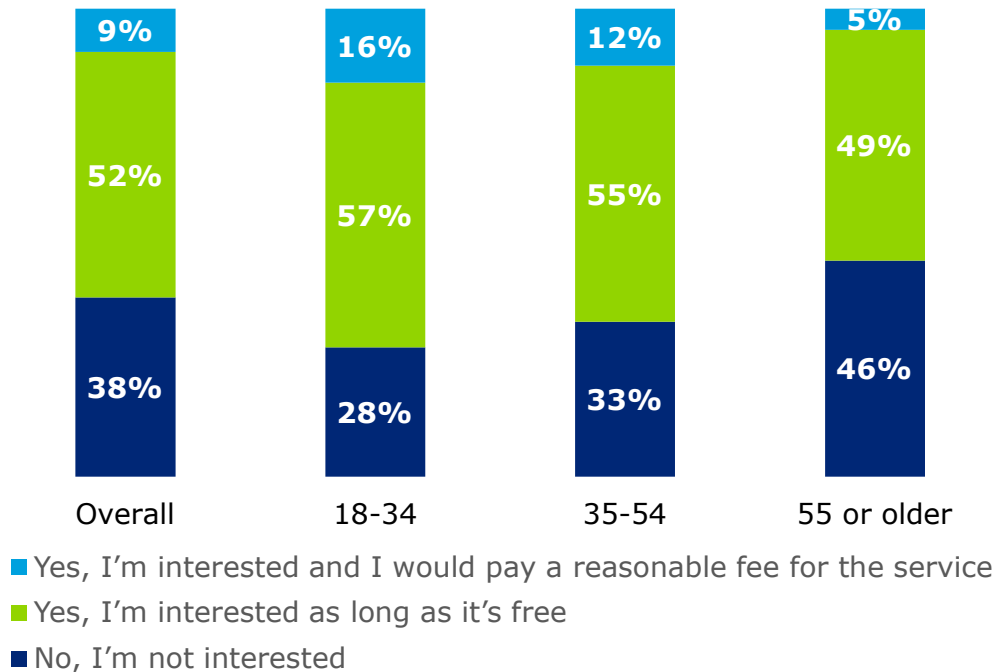
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# What about “virtual servicing”? Consumers are interested if it’s free, but this may be a difficult/costly option to maintain post-COVID.

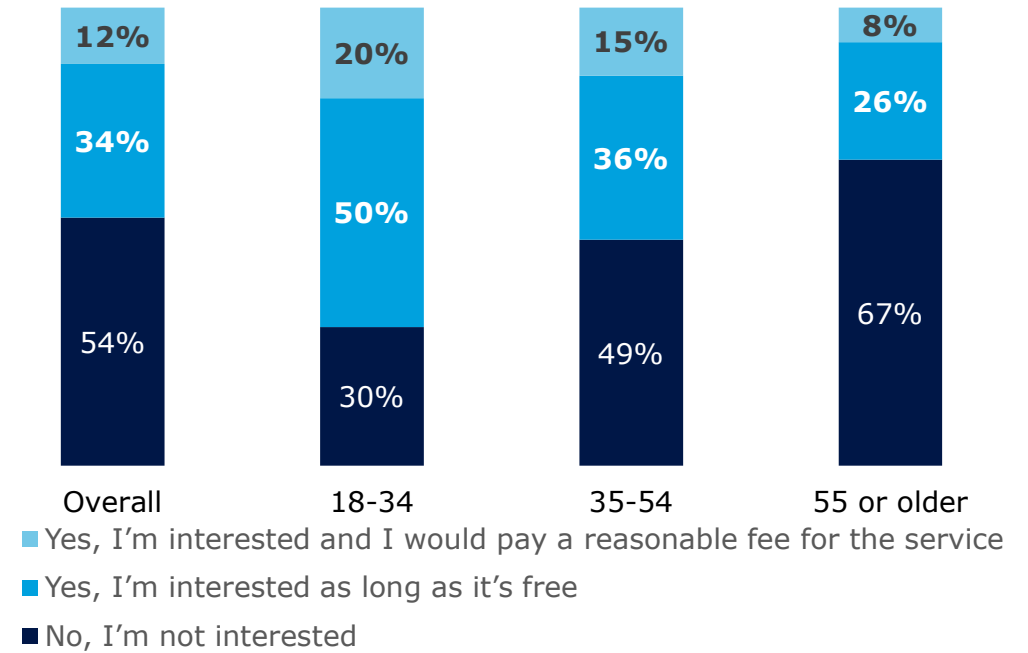
Percentage of consumers who are interested in having their vehicle picked up from home/office when it needs service



Note: Sum of %s for overall and 18-34 age group do not add to 100% due to rounding  
 Q20: To what extent are you interested in the following services?  
 Sample size: n= 423 [Overall], 76 [18-34]; 148 [35-54]; 199 [55 or older]

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Percentage of consumers who are interested in having a technician come to their home to perform required service



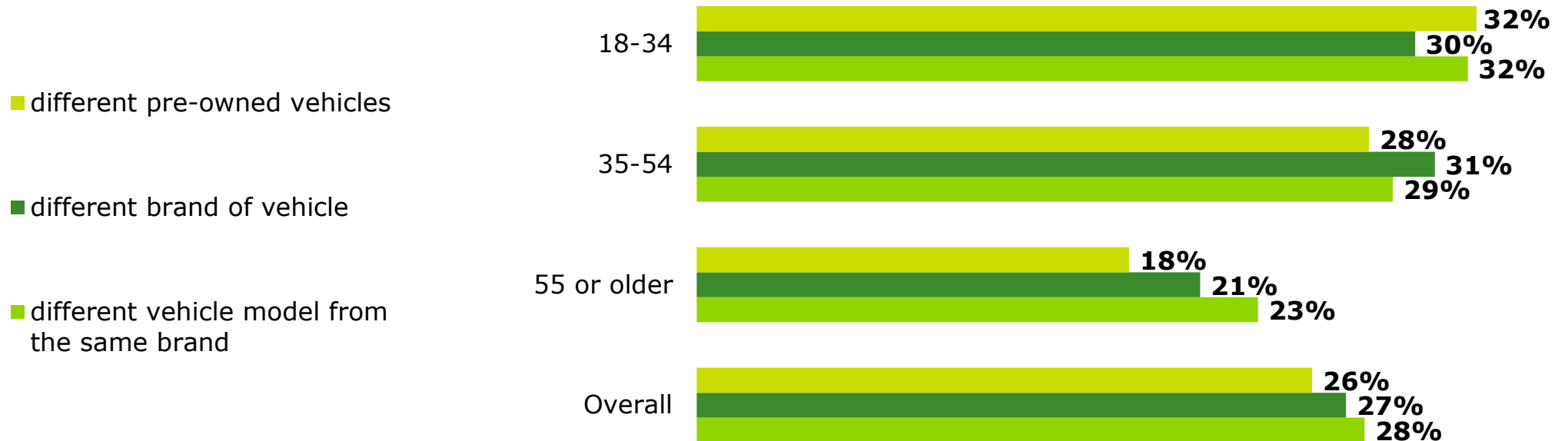
Note: Sum of %s for 55 or older age group do not add to 100% due to rounding

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## Overall, only a quarter of consumers are interested in subscription services, but this may be masking higher level of interest among younger consumers.

Percentage of consumers who are somewhat/very interested in a subscription service where they have the convenience and flexibility to periodically opt for a ...



Q59. How interested are you in each of the following scenarios?

Sample size: n= 1,046 [Overall]; 274 [18-34]; 400 [35-54]; 372 [55 or older]

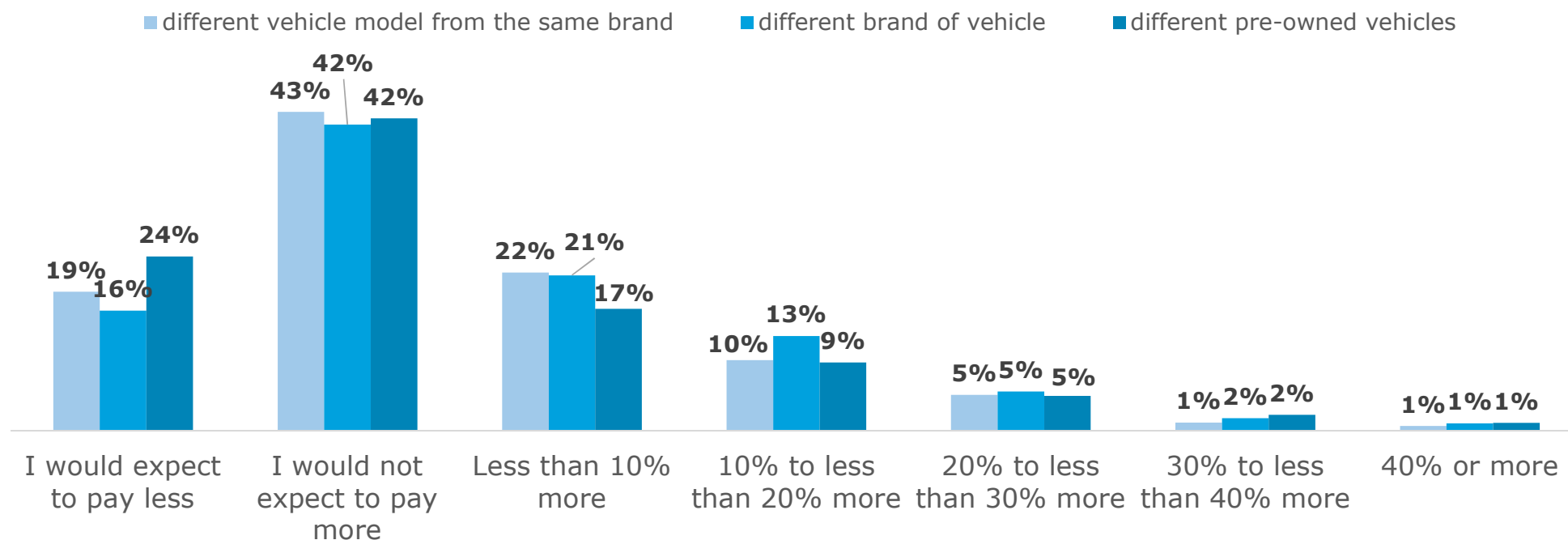
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# And, consumers are reluctant to pay more for a subscription with nearly two-thirds of people saying they either expect to pay less or not pay more.

Percentage of consumers who are willing to pay for ...



Note: Sum of %s for same brand vehicles do not add to 100% due to rounding

Q60. How much would you be willing to pay for each of the following services? (A subscription service where you have the convenience and flexibility to periodically opt for a different vehicle model from the same brand?)

Sample size: n= 614

Q60. How much would you be willing to pay for each of the following services? (A subscription service where you have the convenience and flexibility to periodically opt for a different brand of vehicle?)

Sample size: n= 582

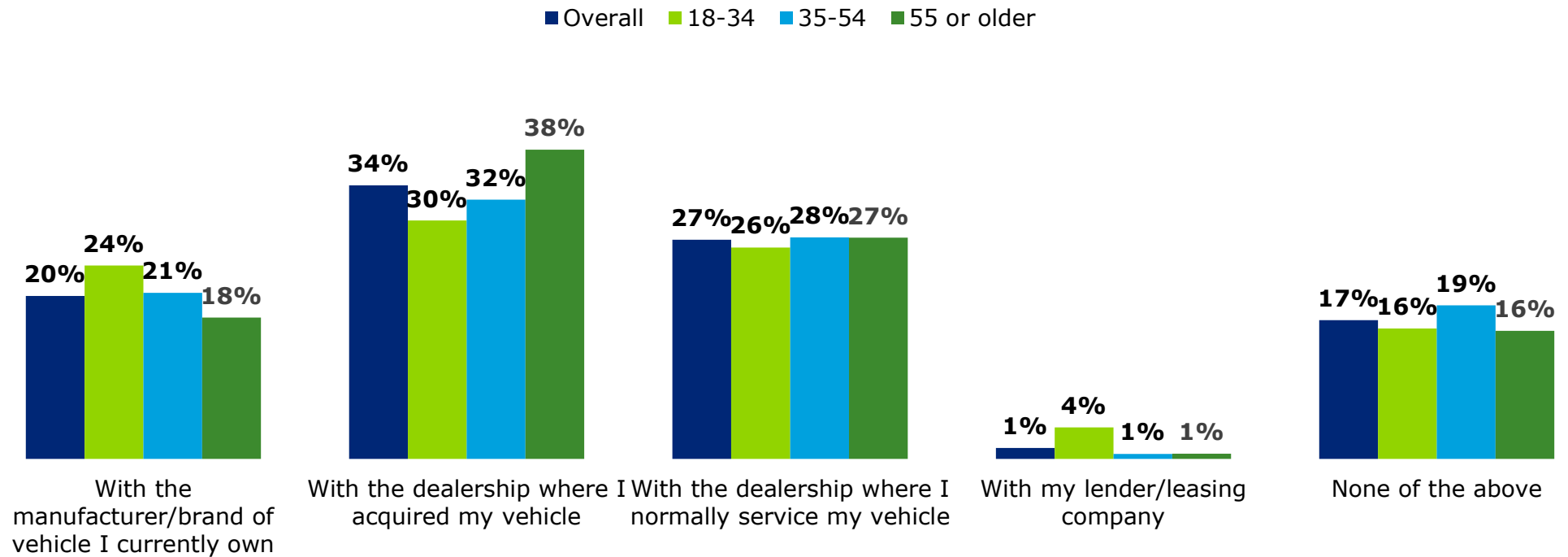
Q60. How much would you be willing to pay for each of the following services? (A subscription service where you have the convenience and flexibility to periodically opt for different pre-owned vehicles?)

Sample size: n= 549

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# Finally, consumers seem to have the most trusted relationship with dealers from where they bought the vehicle and where they usually service it.

Percentage of consumers for whom the most trusted relationship is with



Note: Sum of %s for overall and 35-54 age group do not add to 100% due to rounding

Q21: With whom do you have the most trusted relationship?

Sample size: n= 801 [Overall]; 179 [18-34]; 320 [35-54]; 302 [55 or older]

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