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2022 Global Automotive Consumer Study

Key Findings: South Africa

January 2022

About the study

The 2022 study includes more than 26,000 consumer responses from 25 countries around the world.

North America	Sample
Canada (CA)	1,005
Mexico (MX)	1,003
United States (US)	1,031

EMEA	Sample
Austria (AT)	1,042
Belgium (BE)	1,046
Czech Republic (CZ)	1,006
France (FR)	1,005
Germany (DE)	1,507
Italy (IT)	1,003
Poland (PL)	1,007
Romania (RO)	846
South Africa (ZA)	1,011
Spain (ES)	1,013
United Kingdom (GB)	1,506

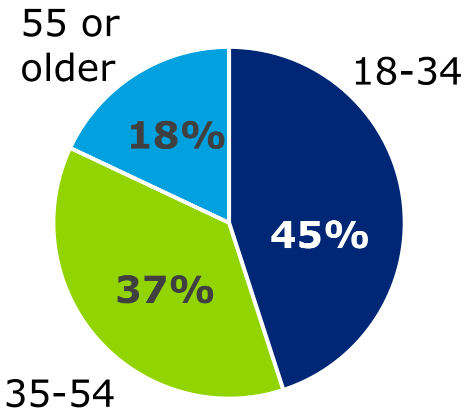
Asia-Pacific	Sample
Australia (AU)	1,027
China (CN)	1,022
India (IN)	1,006
Indonesia (ID)	1,001
Japan (JP)	1,000
Malaysia (MY)	1,005
Philippines (PH)	1,007
Republic of Korea (KR)	1,012
Singapore (SG)	1,015
Thailand (TH)	1,004
Vietnam (VN)	1,017

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.

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

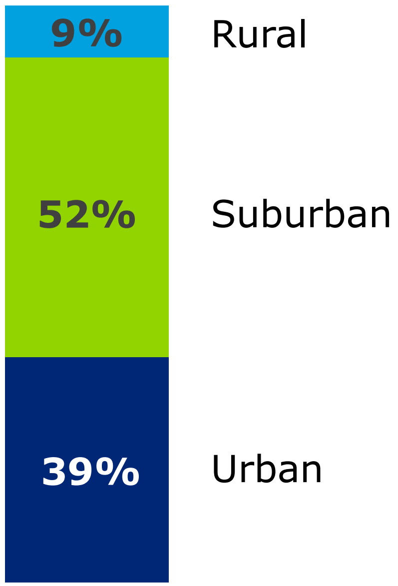
Sample distribution – South Africa

Age groups



Gender

Living area

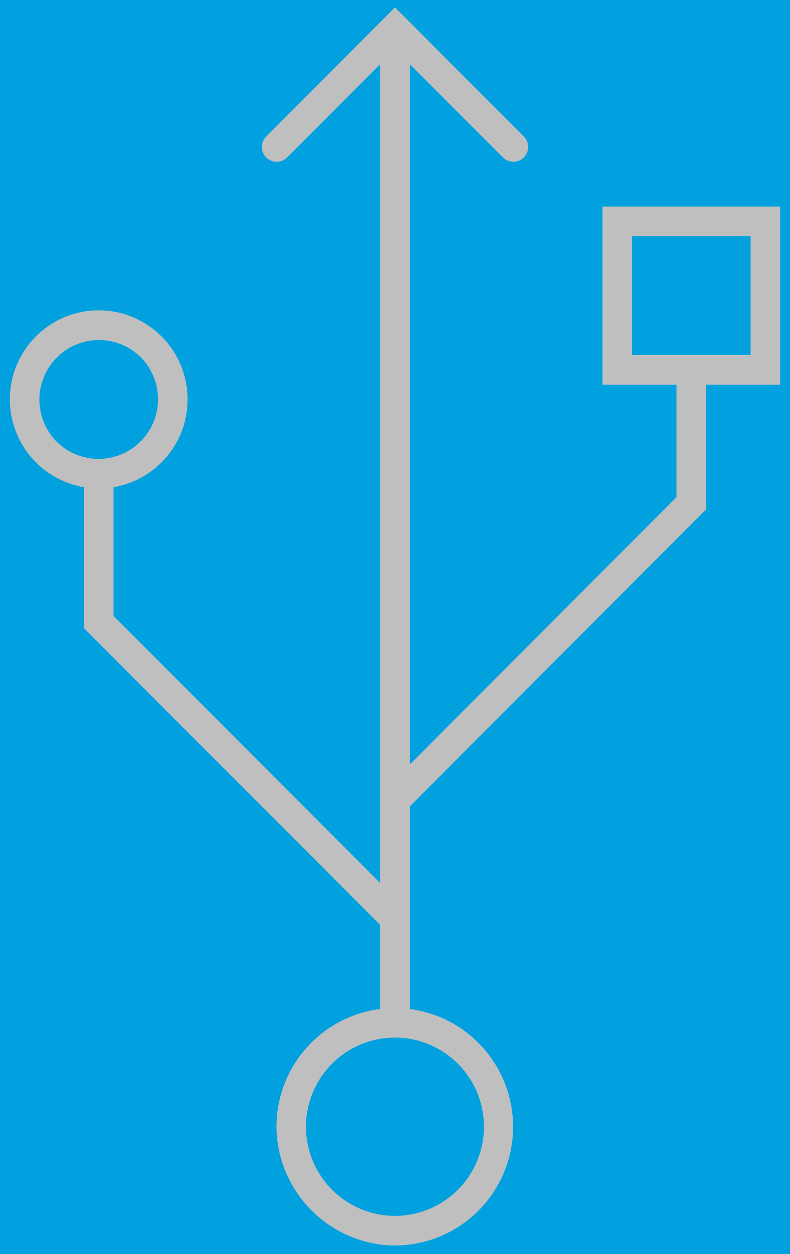


Sum of %s in few slides may not add to 100% due to rounding

Sample size: n= 1,011

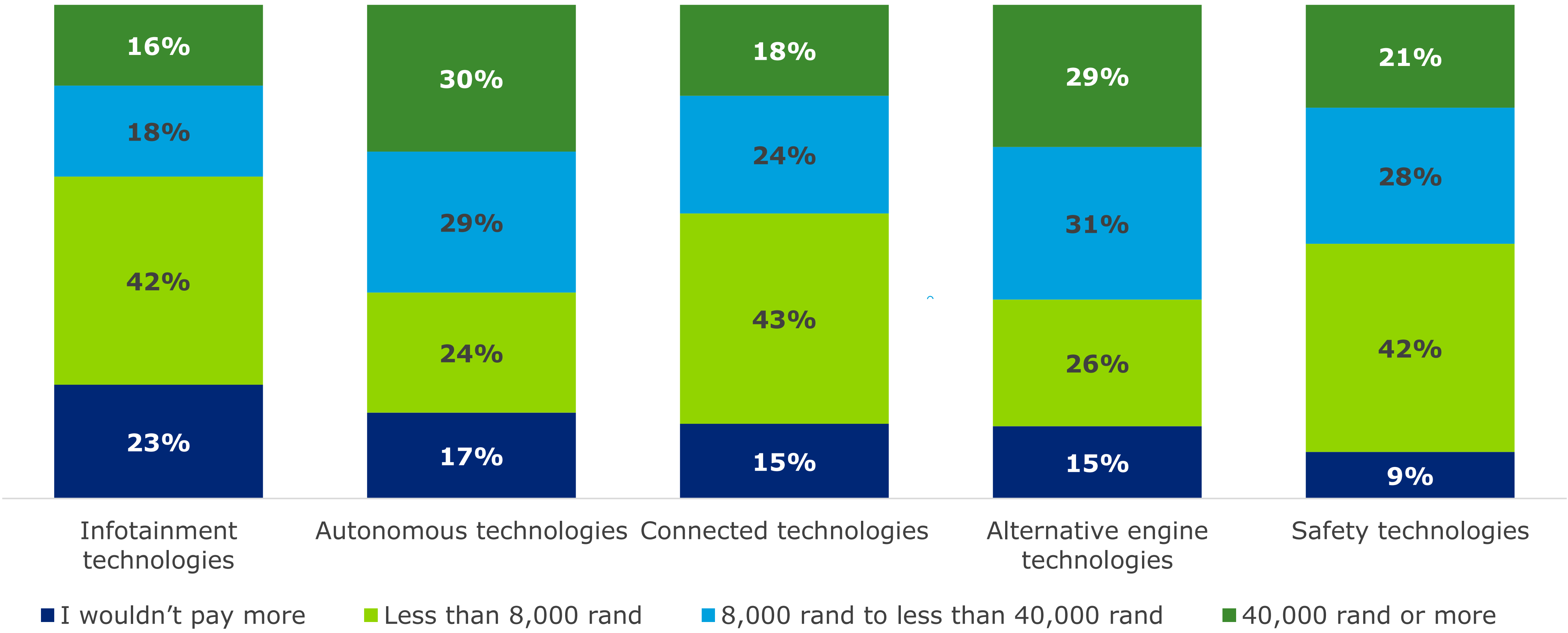
Agenda

Advanced technologies



The degree to which consumers are willing to pay for auto technologies varies – is it enough to generate a sufficient ROI for OEMs and suppliers?

Willingness to pay for technologies



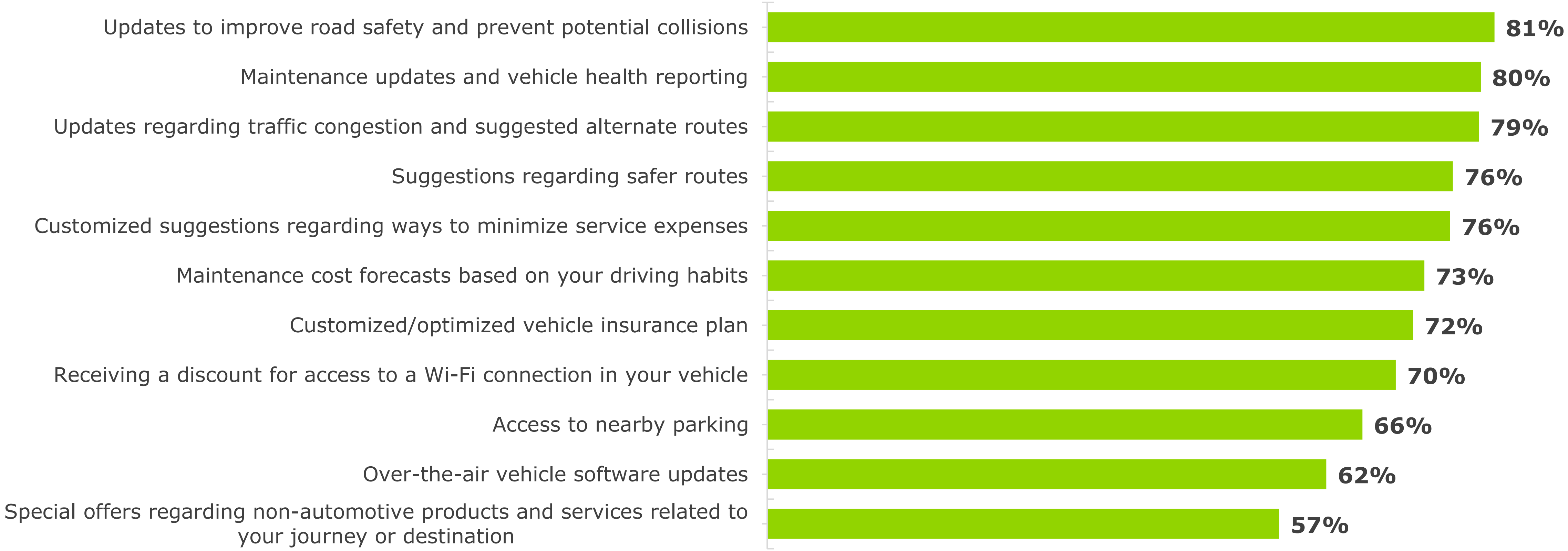
Q3. How much more would you be willing to pay for a vehicle that had each of the technologies listed below?

Sample size: n= 964

South Africa

8 in 10 consumers are ready to share personal data if it helps with vehicle maintenance, road safety, and time efficiency.

Interest (somewhat/very interested) in a connected vehicle if it provides benefits related to



Q34. How interested are you in the following benefits of a connected vehicle if it meant sharing your own personal data and vehicle/operational data with the manufacturer or a third party?

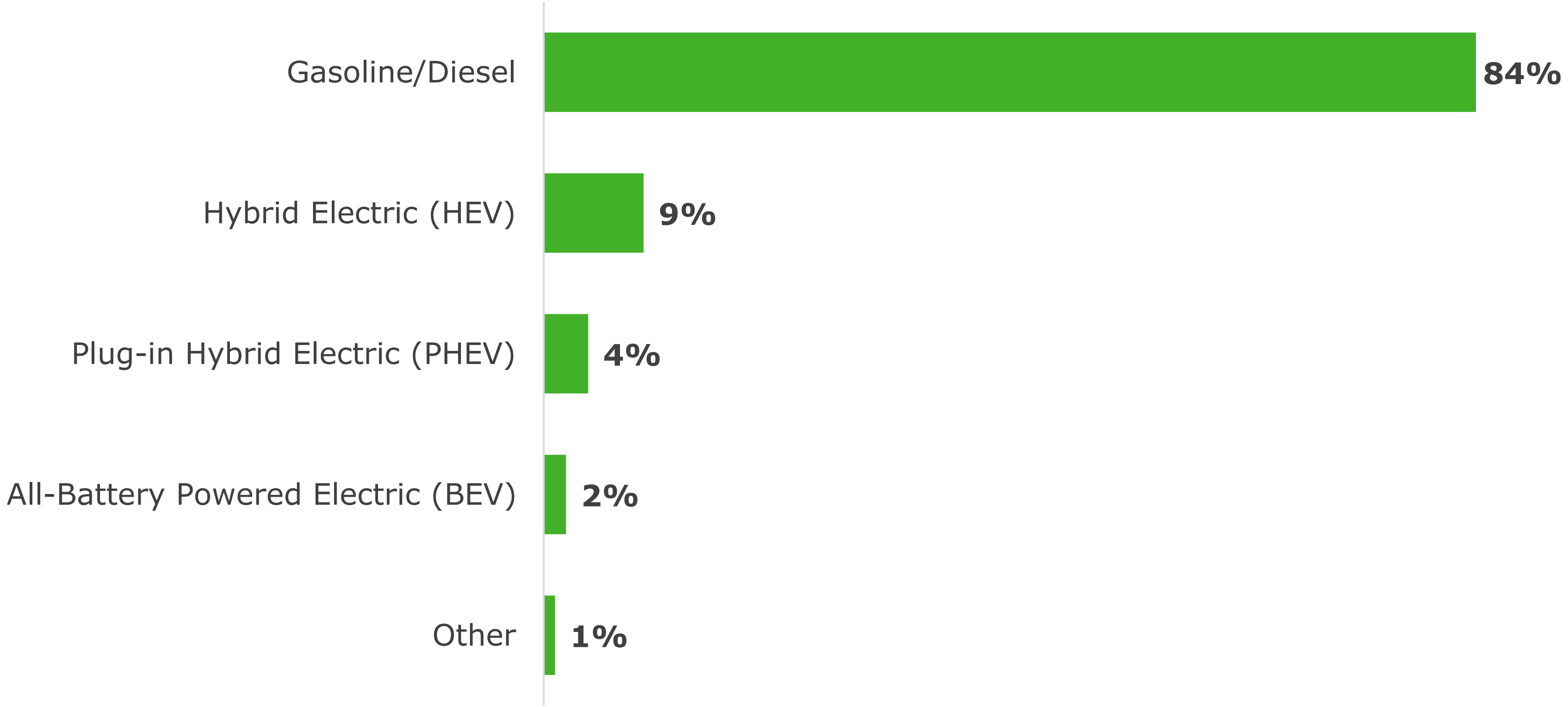
Sample size: n=970

South Africa

Vehicle electrification

Consumers still prefer ICE vehicles – is South Africa getting out of sync with other markets on the push toward EVs as a response to the climate crisis?

Type of engine in next vehicle



Note: "Other" includes engine types such as compressed natural gas, ethanol, and hydrogen fuel cells; did not consider "don't know" responses

Q25. What type of engine would you prefer in your next vehicle?

Sample size: n= 940

South Africa

EV intenders are ready to pay a higher price than ICE intenders for their next vehicle but 74% still expect to pay less than 750K rand.

Price ranges in which consumers prefer to shop for next vehicle

	Overall	Gasoline (Petrol + Diesel)	Electric (HEV+PHEV+BEV)
Less than 300,000 rand	40%	43%	27%
300,000 rand to less than 500,000 rand	30%	31%	28%
500,000 rand to less than 750,000 rand	16%	16%	19%
750,000 rand to less than 1 million rand	8%	7%	18%
1 million rand to less than 1.5 million rand	2%	2%	4%
1.5 million rand or more	1%	1%	1%
Don't know/not sure	3%	2%	4%

86% 90% 74%

Q21. In which of the following price ranges will you be shopping for your next vehicle? (Please indicate what you would expect to pay after any discounts and/or incentives that might be available).

Sample size: Overall= 970; Gasoline= 785; Electric= 143

South Africa

The draw for EVs still centres on a consumer perception that fuel costs will be significantly lower (outweighing the concern for climate change).

70%
Lower fuel cost

65%
Concern about climate change / reduced emissions

44%
Less maintenance

45%
Better driving experience

19%
Potential for extra taxes/levies applied to internal combustion vehicles

45%
Concern about personal health

11%
Government incentives / stimulus programs

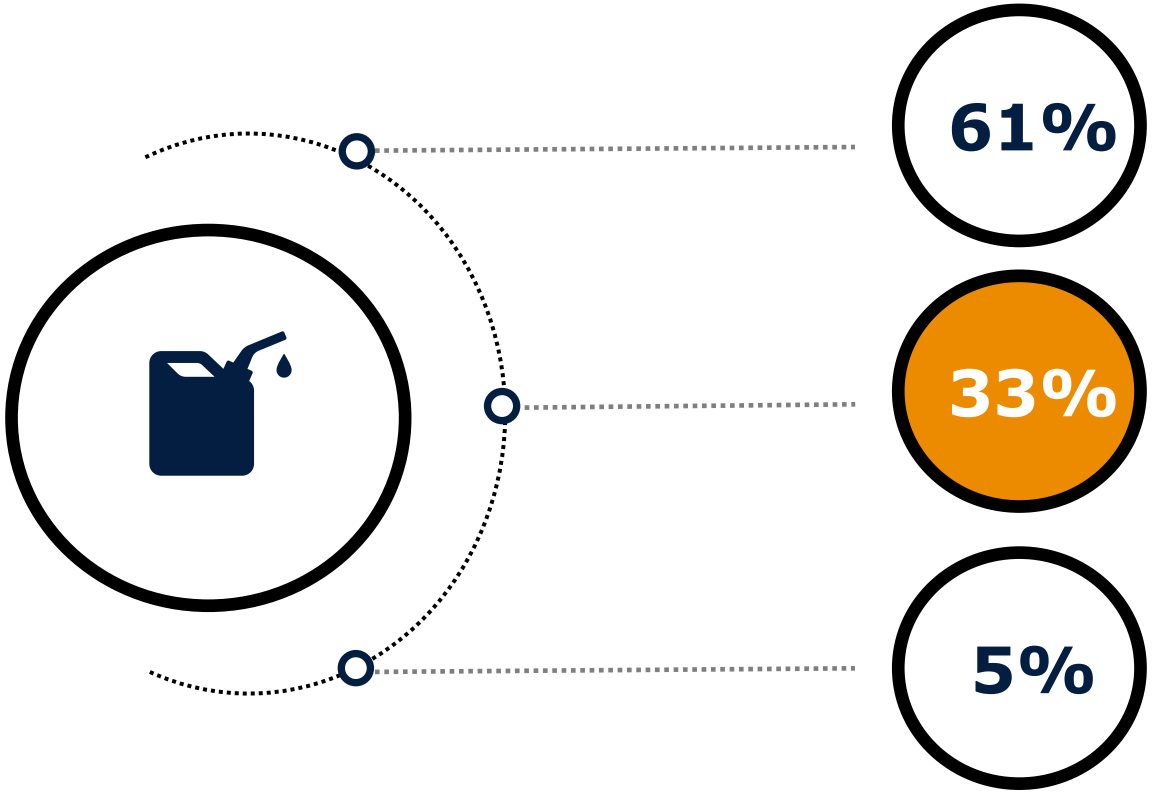
Q26. Please rank the following factors in terms of their impact on your decision to acquire an electrified vehicle (highest to lowest).

Sample size: n= 143

South Africa

One-third of EV intenders would rethink their purchase decision if the price of electricity was similar to fossil fuels.

Decision to purchase an electrified vehicle change if the electricity used for mobility was priced similar to current fossil fuels



61% Said they would still be *very interested in acquiring an electrified vehicle even if the electricity used for mobility was priced like current fossil fuels*

33% Said they would *rethink their decision to acquire an electrified vehicle*

5% Said they are *unsure (don’t know)*

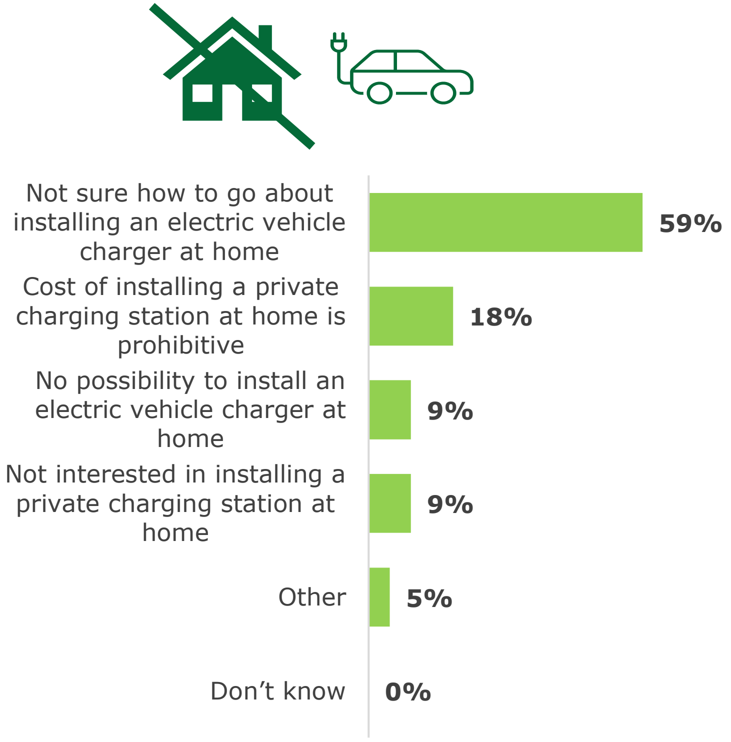
Q30. Would your decision to purchase an electrified vehicle change if the electricity used for mobility was priced similar to current fossil fuels?

Sample size: n= 57

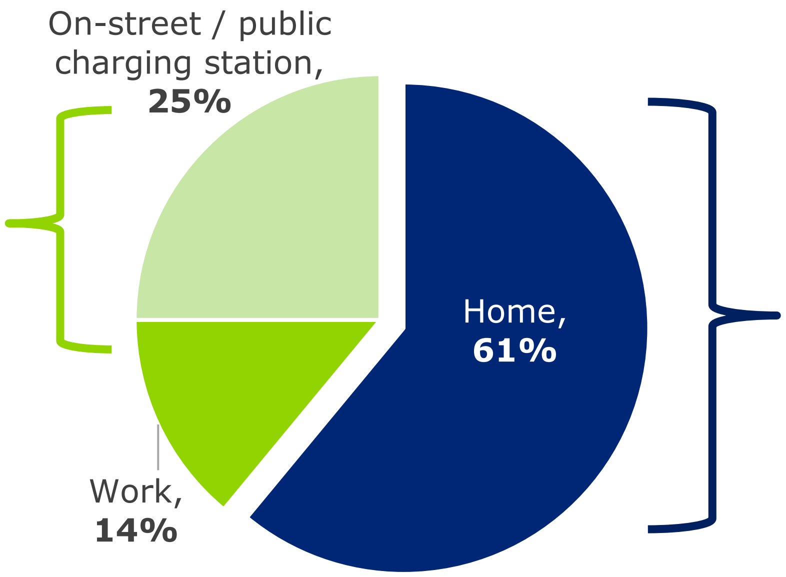
South Africa

Most intenders plan to treat their EVs like their smartphones (charging at home, at night) which means incurring the cost of charging equipment.

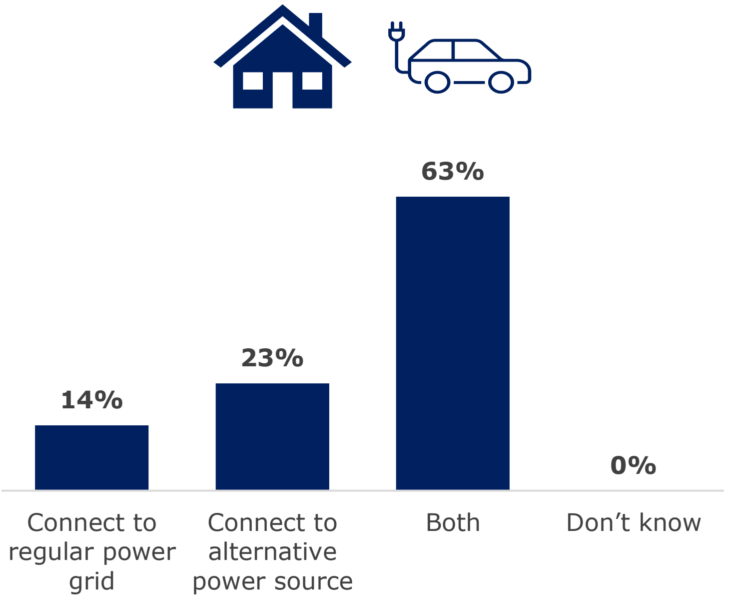
Reasons for not charging the electrified vehicle at home



Expecting to charge electrified vehicle most often at…



Intending to charge electric vehicles at home using…



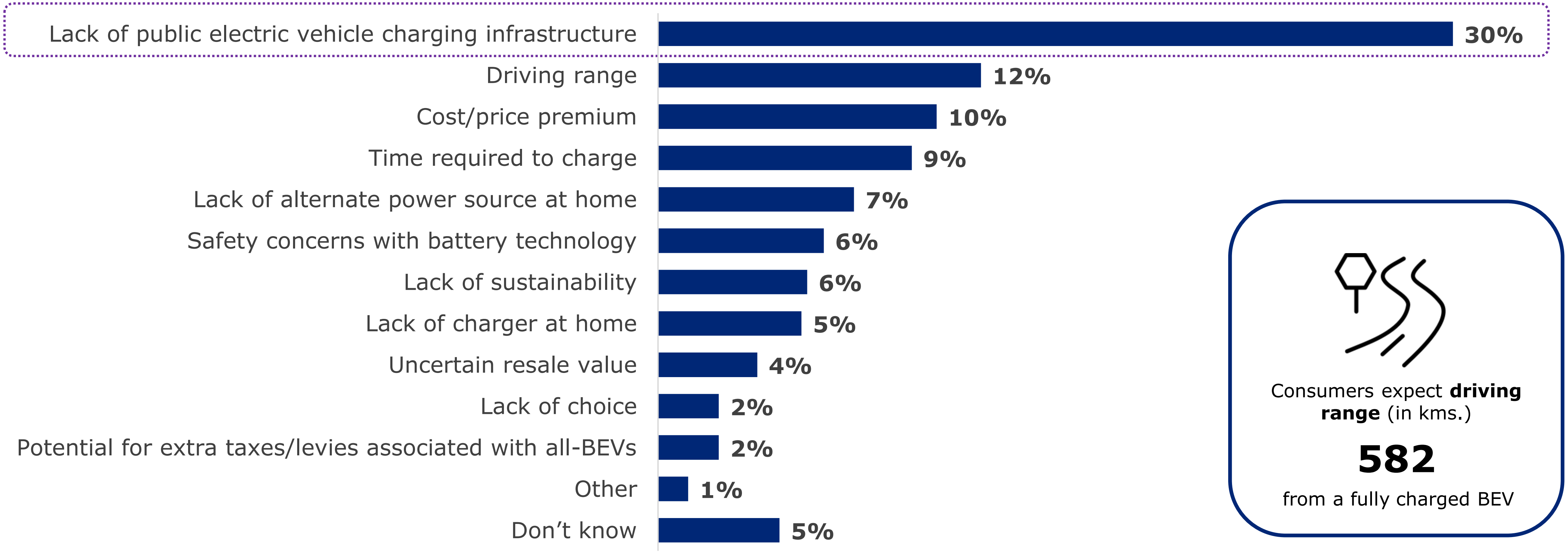
Q27. Where do you expect to charge your electrified vehicle most often?; Q28. How do you intend to charge your electrified vehicle at home?; Q29. What is the main reason you do not intend to charge your electrified vehicle at home?

Sample size: n= 57 [Q27]; 35 [Q28]; 22 [Q29]

South Africa

Consumers are still being turned off BEVs due to lingering concerns around a lack of publicly available charging infrastructure.

Greatest concern regarding all battery-powered electric vehicles



Consumers expect **driving range** (in kms.)

582

from a fully charged BEV

Q31. What is your greatest concern regarding all battery-powered electric vehicles?

Sample size: n= 970

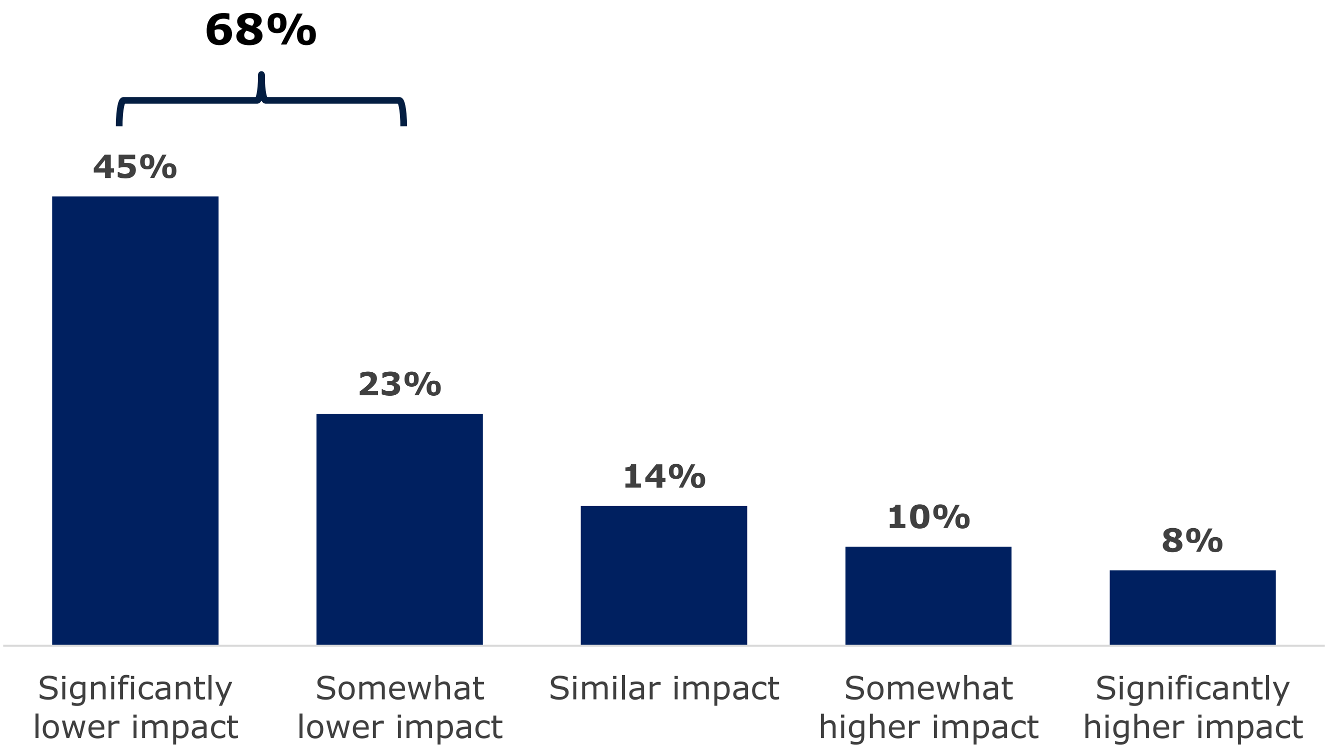
Q32. How much driving range would a fully charged all-battery electric vehicle need to have in order for you to consider acquiring one?

Sample size: n= 949

South Africa

More than two-thirds of consumers think that EVs are net positive vs. ICE engines to the environment.

Comparison of all-battery electric vehicles with internal combustion vehicles from an environmental impact point of view



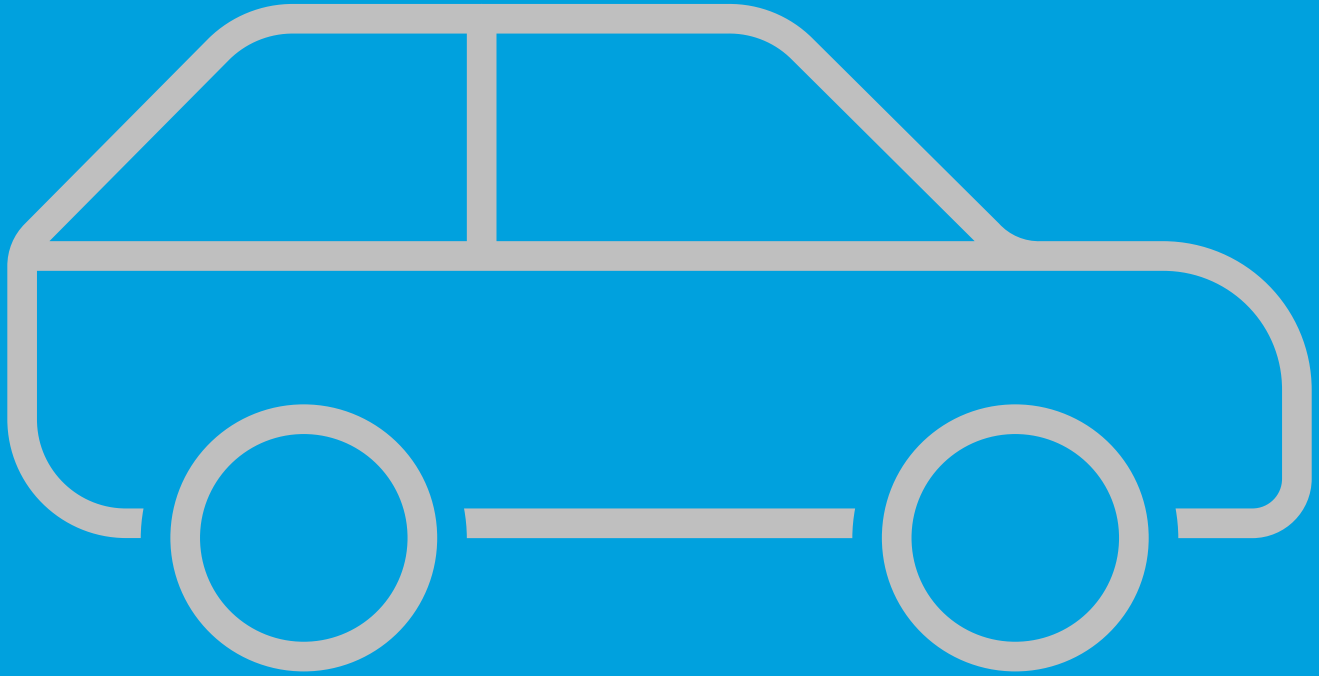
Note: Did not consider "Don't know" responses

Q33. In your opinion, how do all-battery electric vehicles compare to internal combustion vehicles from an environmental impact point of view?

Sample size: n= 884

South Africa

Future vehicle intentions



COVID-19 has a relatively higher impact on younger and urban consumers as they plan to buy their next vehicle to avoid public transport.

COVID-19 to impact next vehicle purchase

	Overall	Age Group			Living area	
		18-34	*35-54*	*55 and older*	*Urban*	*Suburban/ Rural*
No, I will purchase my next vehicle as planned	55%	54%	55%	57%	53%	56%
Yes, I will buy one to avoid public transportation	19%	21%	19%	15%	23%	17%
Yes, I no longer need multiple vehicles in my household	11%	11%	11%	13%	9%	13%
Yes, I no longer need a vehicle due to extended home office measures	7%	8%	6%	5%	8%	7%
Yes, other	7%	6%	8%	10%	7%	8%

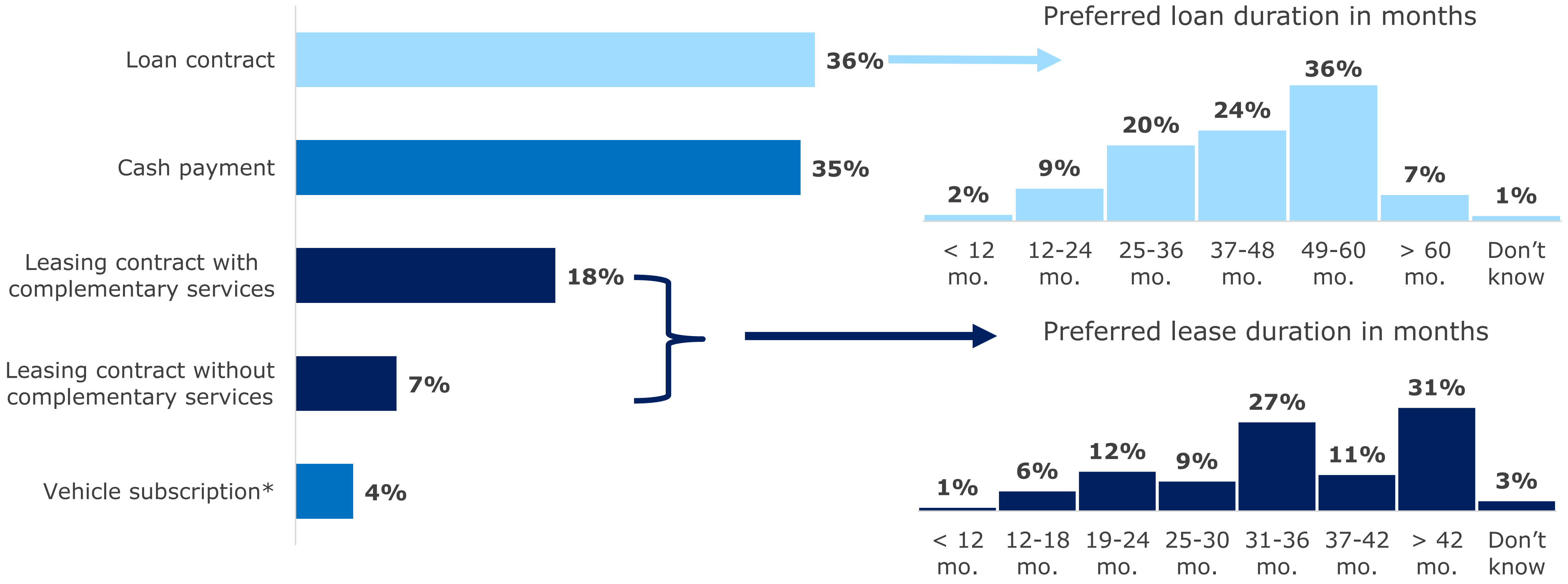
Q15. Has the global COVID-19 pandemic had an impact on your decision to purchase your next vehicle?

Sample size: n= 1,011 [overall]; 450 [18-34], 377 [35-54], 184 [55 and older]; 395 [urban], 616 [suburban/rural]

South Africa

Over one-third of consumers plan to take out a loan when acquiring their next vehicle with term durations ranging from 2-5 years.

Planning to pay for next vehicle through



Note: "complementary services" include service and maintenance, insurance; * includes mid/long-term rental contract/other

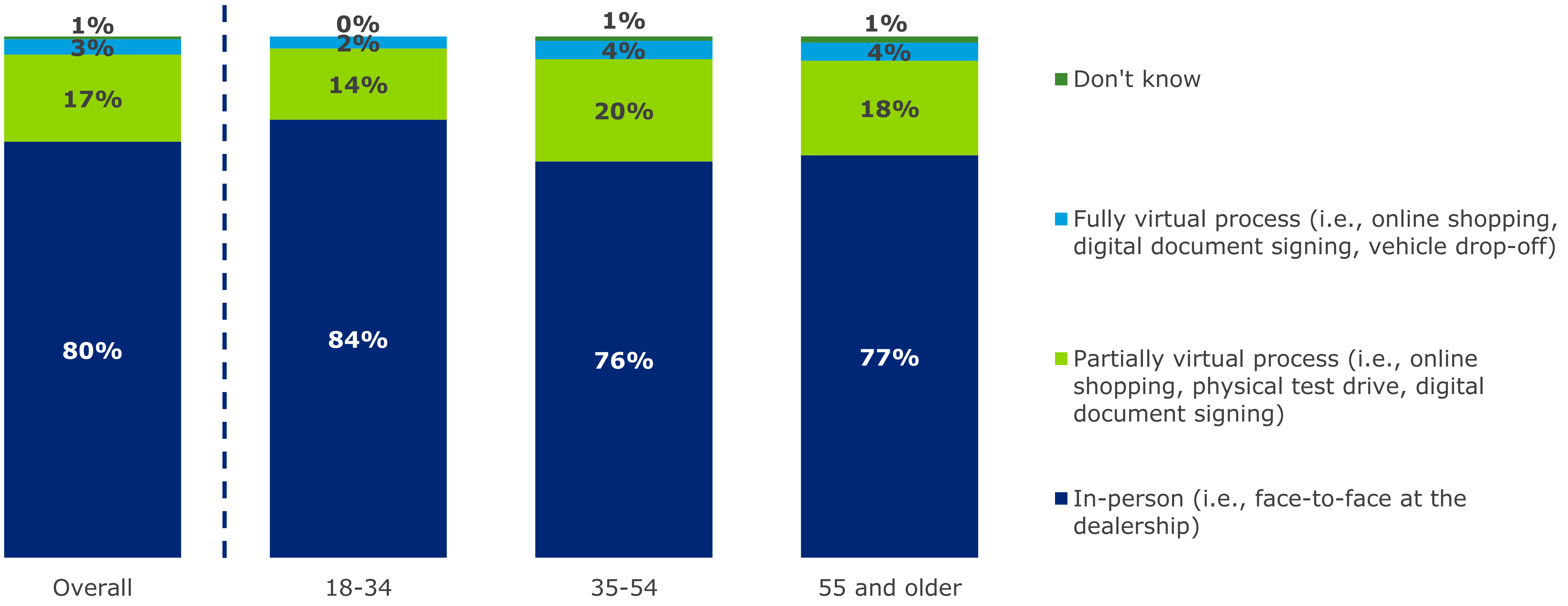
Q22. How do you plan to pay for your next vehicle?; Q23. What is your preferred finance duration?; Q24. What is your preferred lease duration?

Sample size: n= 970 [Q22]; 354 [Q23]; 242 [Q24]

South Africa

Consumers, across age groups, want to acquire their next vehicle via an in-person experience.

Most preferred way to acquire next vehicle



Q35. How would you most prefer to acquire your next vehicle?

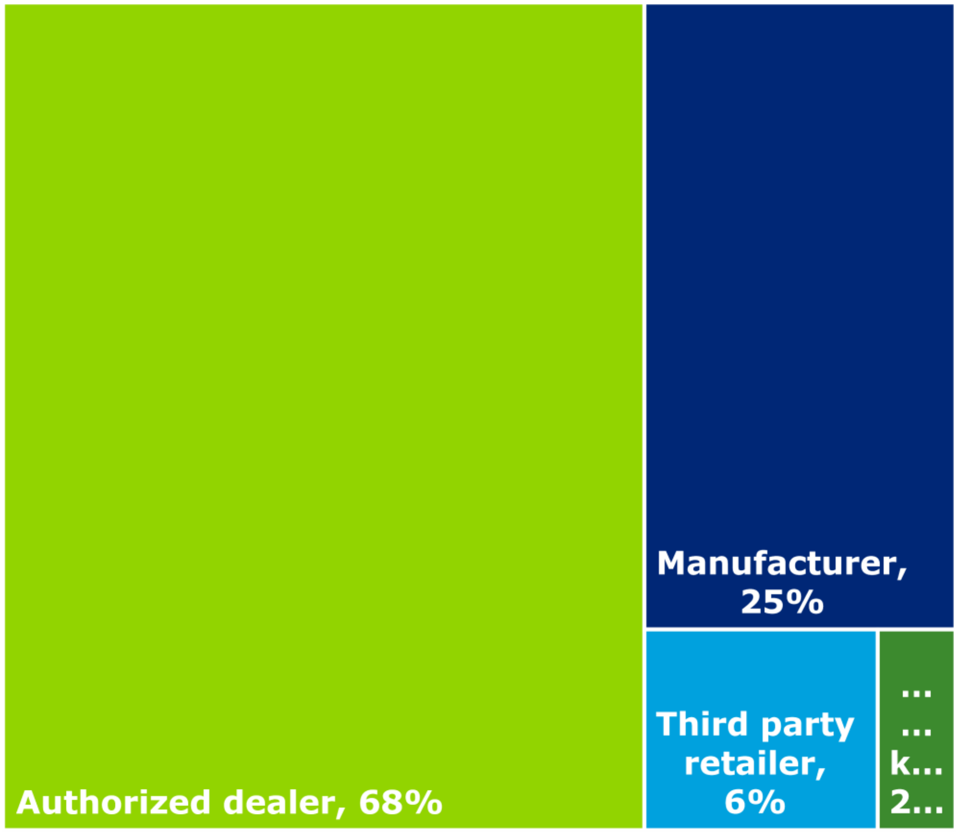
Sample size: n= 970 [overall]; 432 [18-34], 367 [35-54], 171 [55 and older]

South Africa

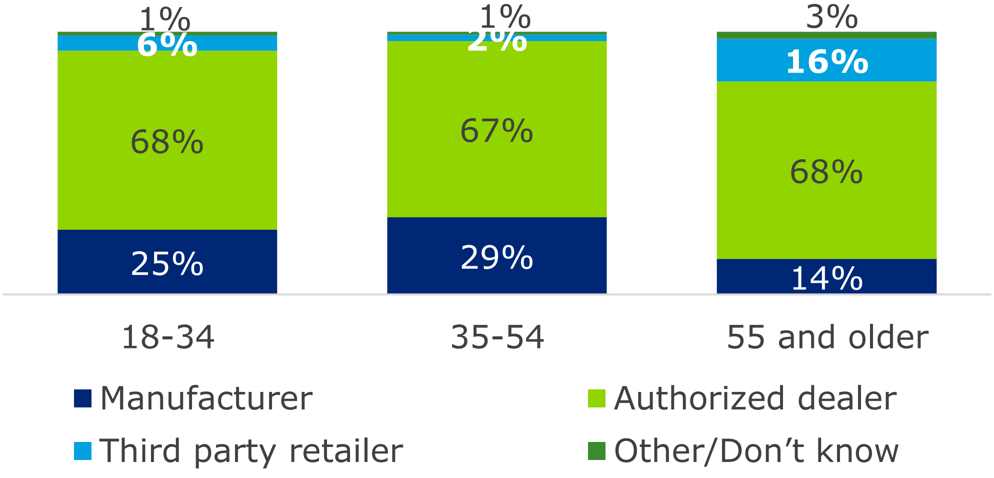
Even consumers who plan to purchase virtually prefer to buy from dealers. Interest in third party retailers is higher for older and used vehicle buyers.

Prefer to acquire next vehicle via a virtual process from

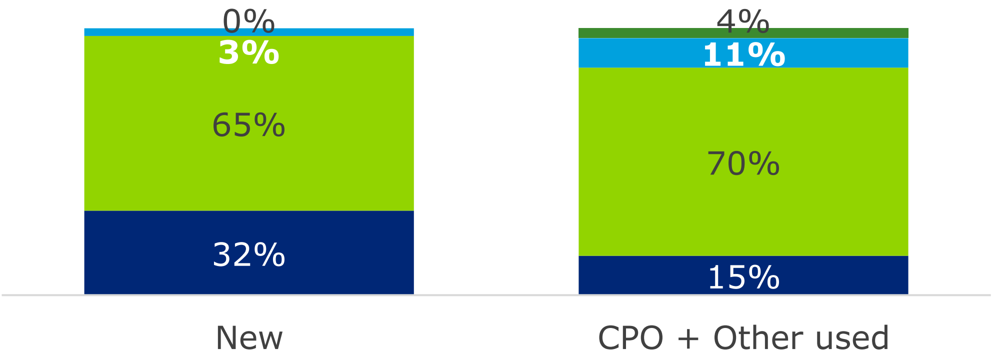
Overall



Age group



Type of next vehicle



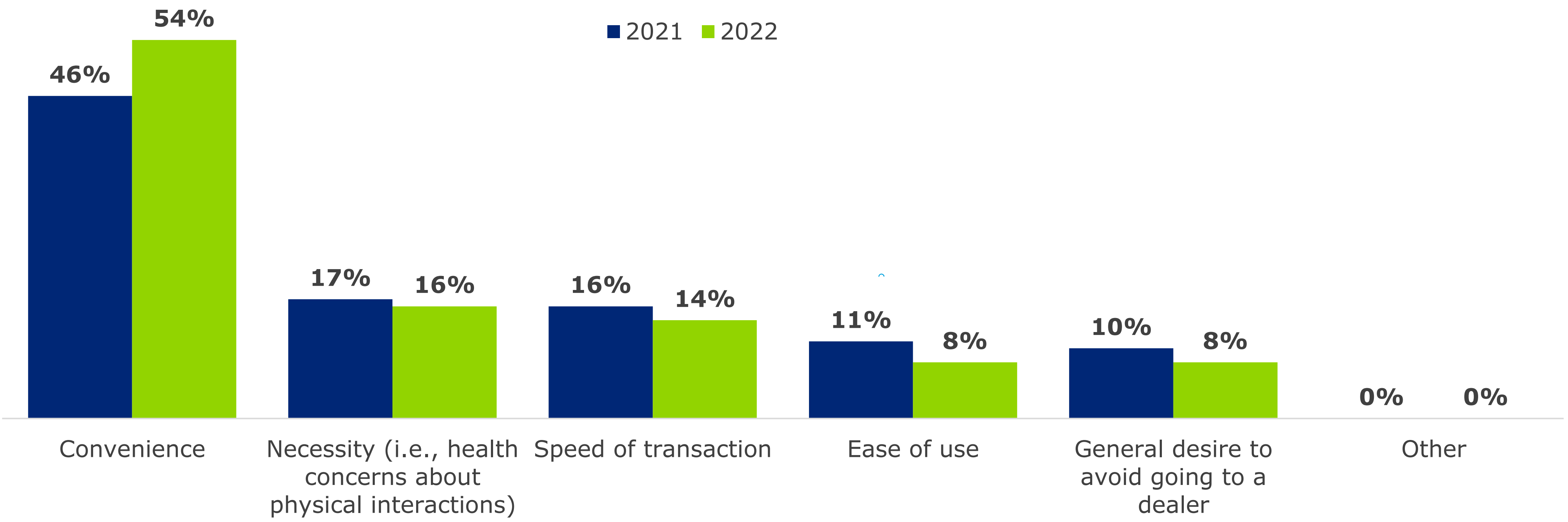
Q36. From whom would you most prefer to acquire your next vehicle via a virtual process?

Sample size: n= 191 [overall]; 69 [18-34], 85 [35-54], 37 [55 and older]; new [104], CPO/Other used [81]

South Africa

Convenience is the main reason for consumers to consider a virtual process for acquiring their next vehicle.

Main reason to acquire next vehicle via a virtual process



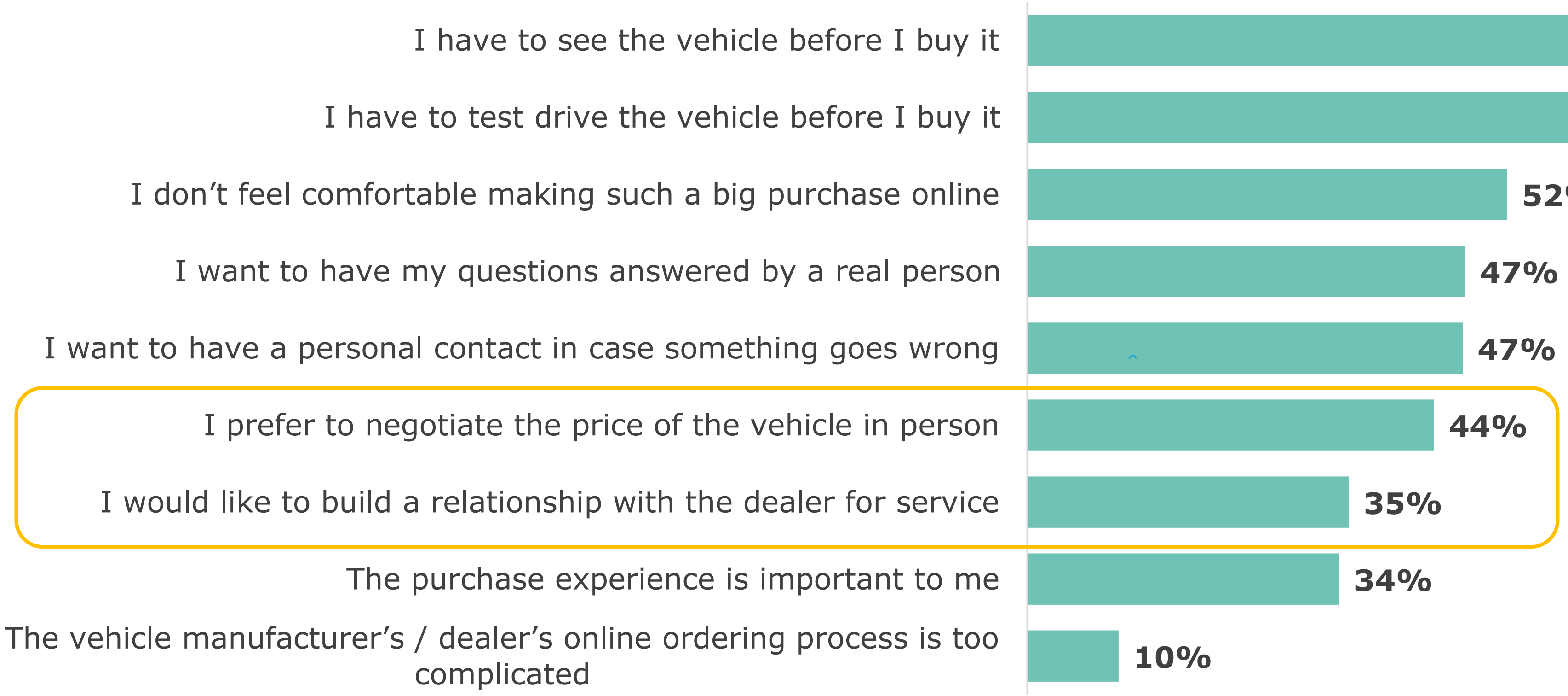
Q37. What is the main reason you would prefer to acquire your next vehicle via a virtual process?

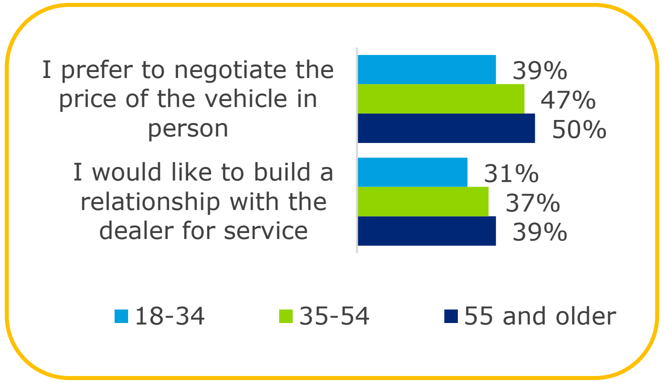
Sample size: n= 191 [2022], 246 [2021]

South Africa

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

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



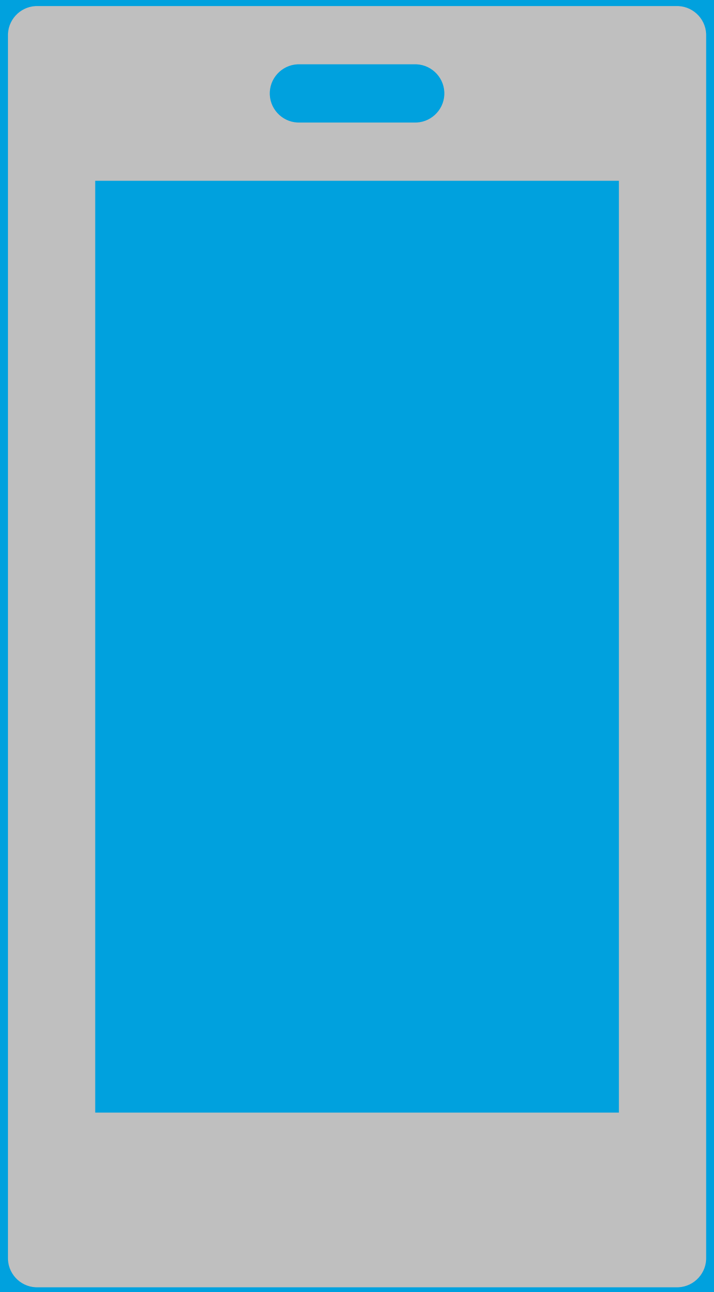


Q38. What are the main reasons you are not interested in acquiring your next vehicle via virtual process? (Select all that apply)

Sample size: n= 774

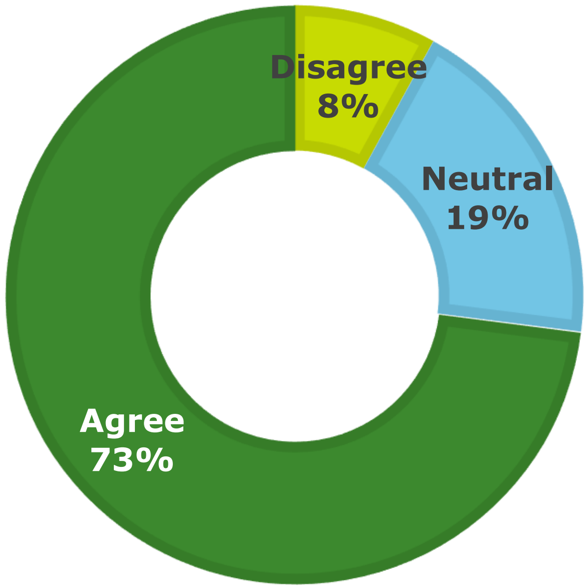
South Africa

Mobility applications

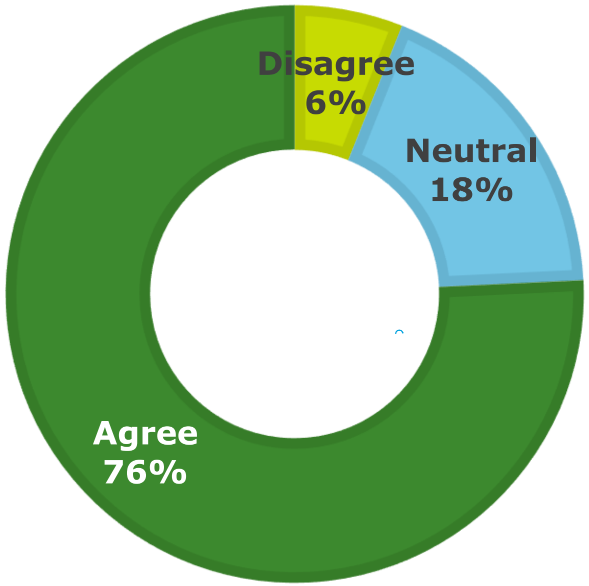


Room for improvement exists for mobility app providers in offering multiple services within the same app or risk consumers switching to different apps.

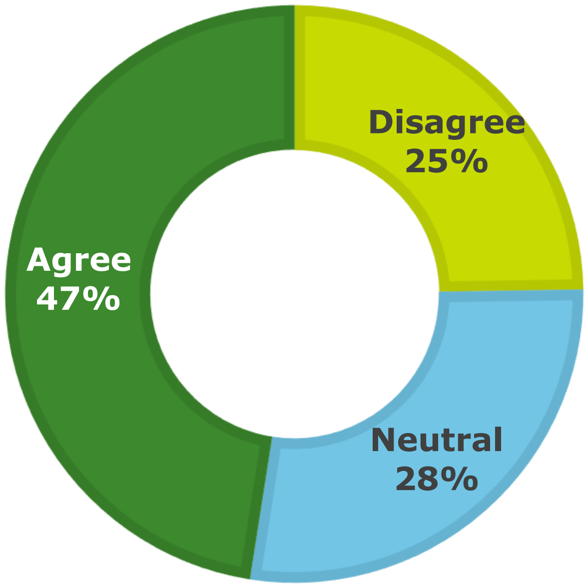
Percentage of consumers who think that



Available smartphone apps provide sufficient mobility services



Mobility apps should offer several different services within one app



I don’t mind switching apps to use different types of mobility services

Q39. To what extent do you agree/disagree with the following statements?

Sample size: n= 1,011

South Africa

At the same time, consumers, across age groups, assign the highest importance to price and ease of use of the mobility app.

Most important characteristics of a mobility app

Overall

1	**Price**
2	**Ease of use**
3	**Multiple payment options**
4	**Proximity of available mobility services near me**
5	**Availability of pricing packages**
6	**Availability of multiple types of mobility service**

18-34

1. Price
2. Ease of use
3. Multiple payment options
4. Proximity of available mobility services near me
5. Availability of multiple types of mobility service
6. Availability of pricing packages

35-54

1. Price
2. Ease of use
3. Multiple payment options
4. Proximity of available mobility services near me
5. Availability of pricing packages
6. Availability of multiple types of mobility service

55+

1. Price
2. Ease of use
3. Multiple payment options
4. Proximity of available mobility services near me
5. Availability of pricing packages
6. Availability of multiple types of mobility service

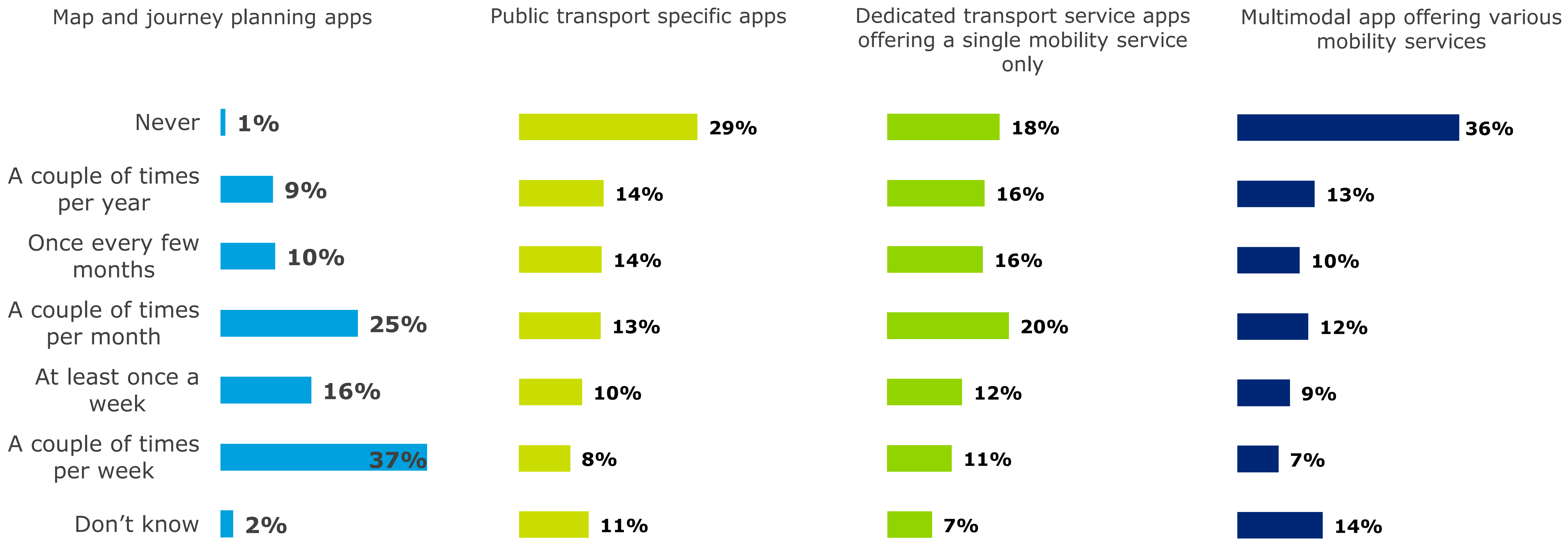
Q41. Please rank the following characteristics of a mobility app in order from most to least important.

Sample size: n= 1,011

South Africa

Consumers plan to use map and journey planning apps more frequently than other transport-related apps.

Types of mobility apps planning to use

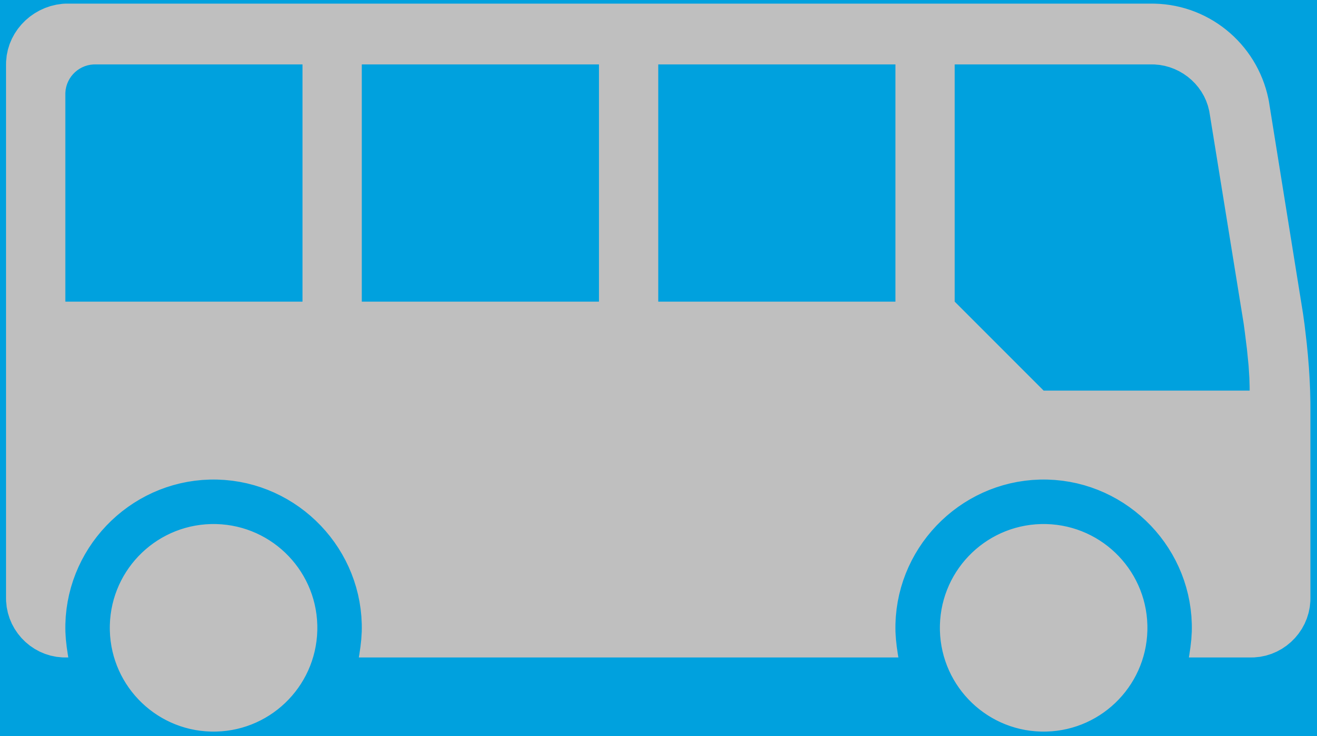


Q40. Looking forward, how often do you intend to use the following types of mobility apps?

Sample size: n= 1,011

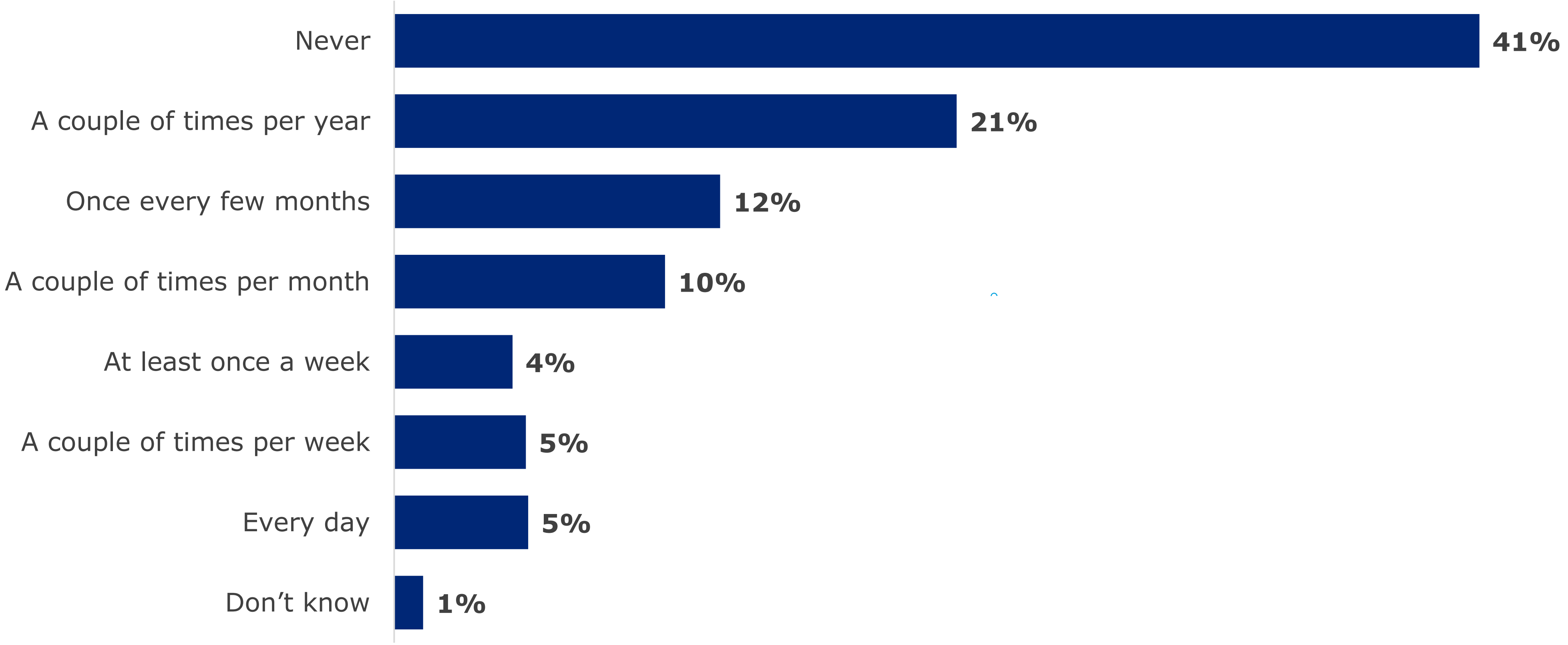
South Africa

Mobility services



4 in 10 consumers NEVER use multiple transport modes in the same trip. Only 5% use more than one form of transport in the same trip everyday.

Use of multiple modes of transportation in the same trip



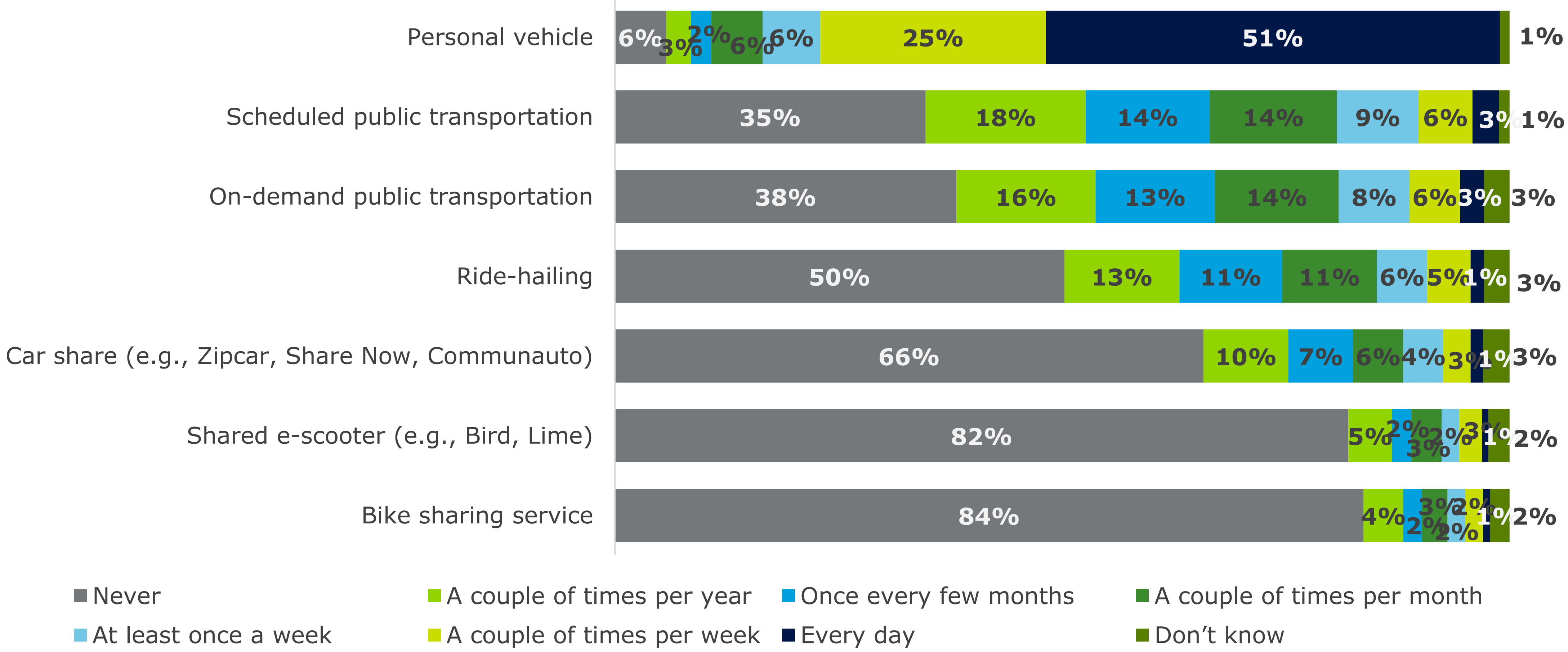
Q43. How often do you use multiple modes of transportation in the same trip (e.g., a trip using a subway, commuter train and your own vehicle)?

Sample size: n= 1,011

South Africa

Personal vehicles remain the most used transportation mode while sharing services like bikes/e-scooters/cars are used less often.

Frequency of usage of different modes of transportation



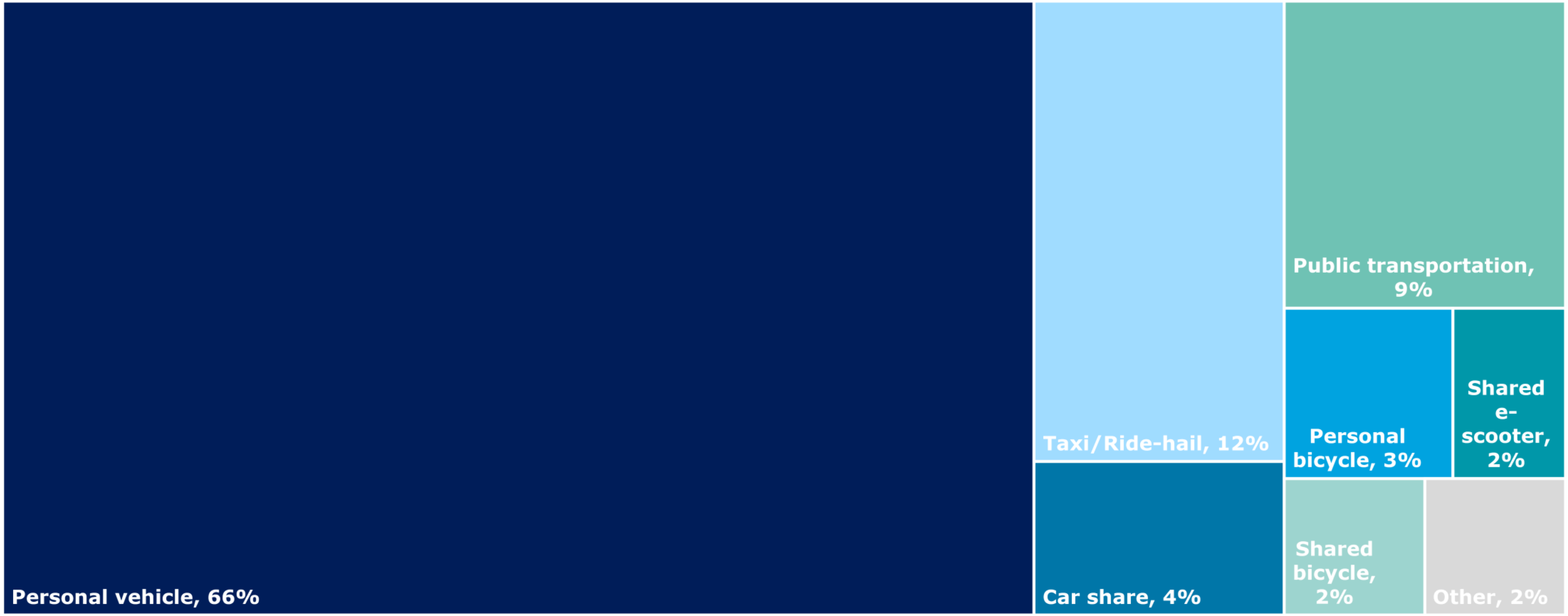
Q42. How frequently do you typically use the following modes of transportation?

Sample size: n= 1,011

South Africa

Going forward, personal vehicles are likely to remain the preferred mobility choice for consumers.

Going forward, percentage of mobility needs will be met by



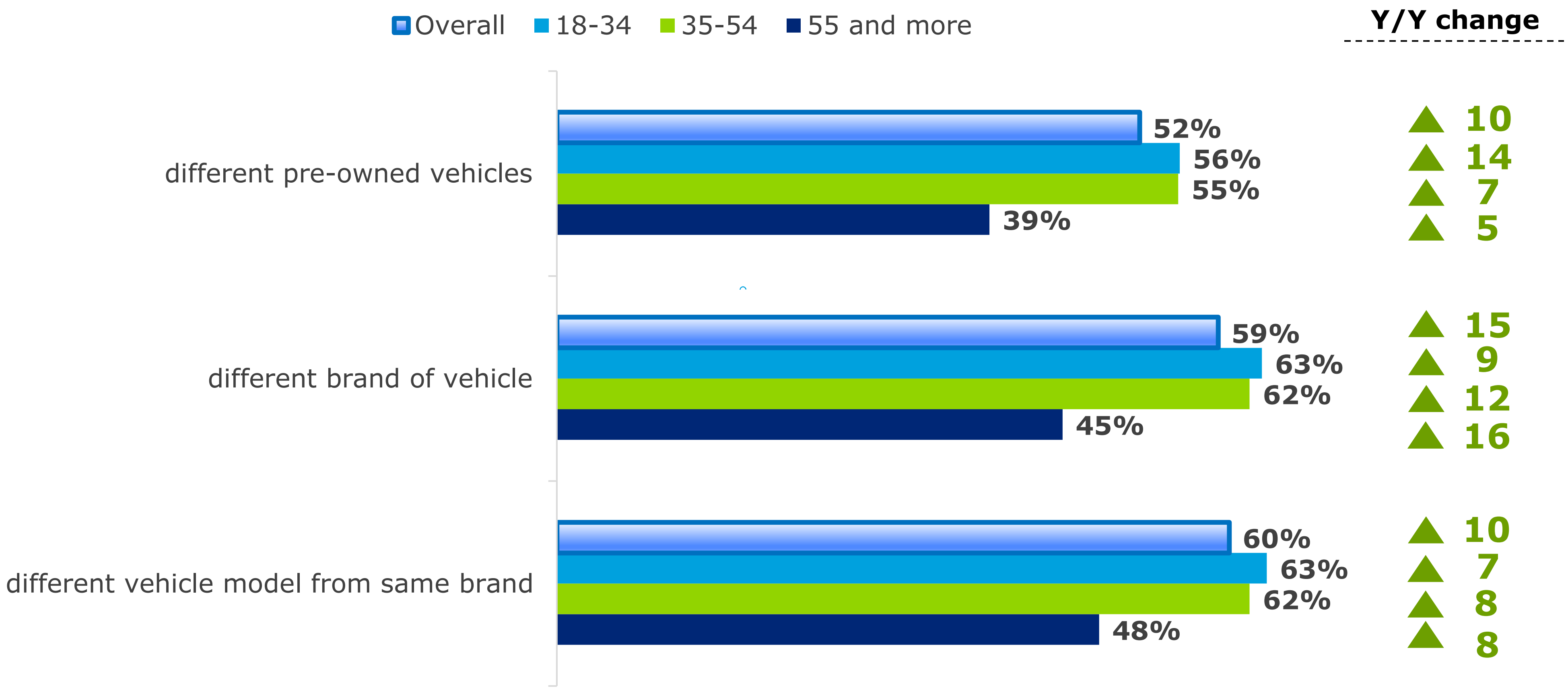
Q44. Going forward, what percentage of your mobility needs will be addressed by each of the following types of transportation?

Sample size: n= 1,011

South Africa

Younger consumers are interested in subscription services: different brands, different models from same brand, and pre-owned vehicles.

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



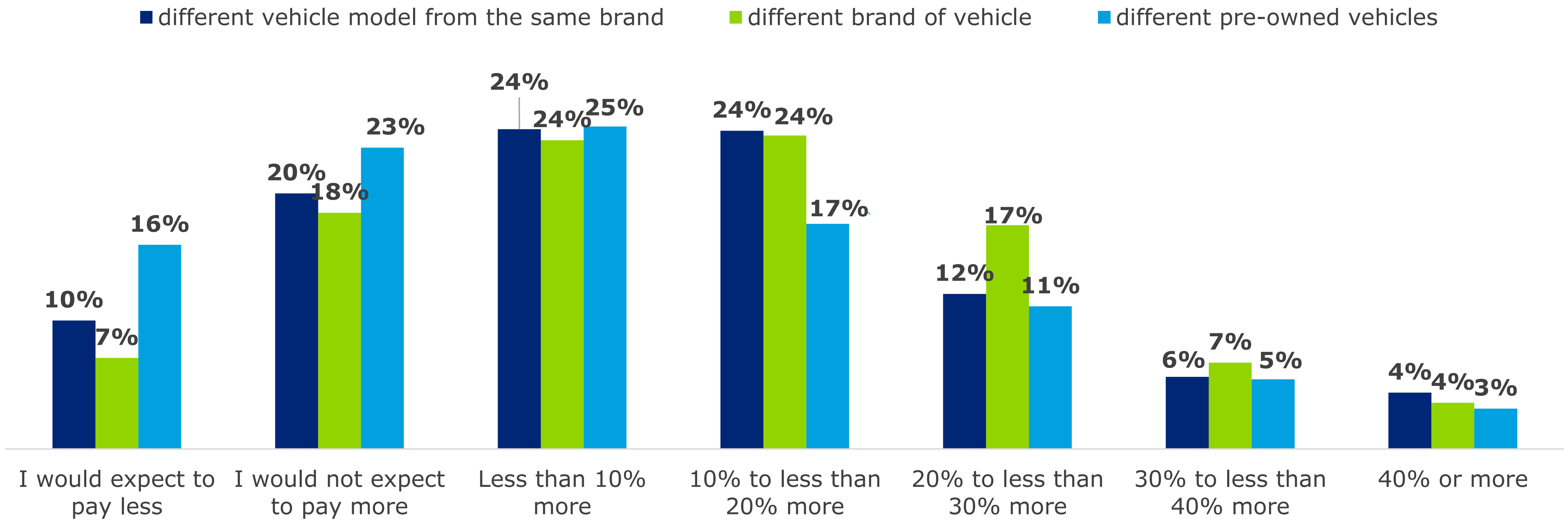
Q45. How interested are you in each of the following scenarios?

Sample size: n= 1,011 [Overall]; 450 [18-34], 377 [35-54], 184 [55 and older]

South Africa

Consumers are willing to pay for subscription services with nearly half saying they expect to pay up to 20% more than a regular lease.

Percentage of consumers who are willing to pay for …



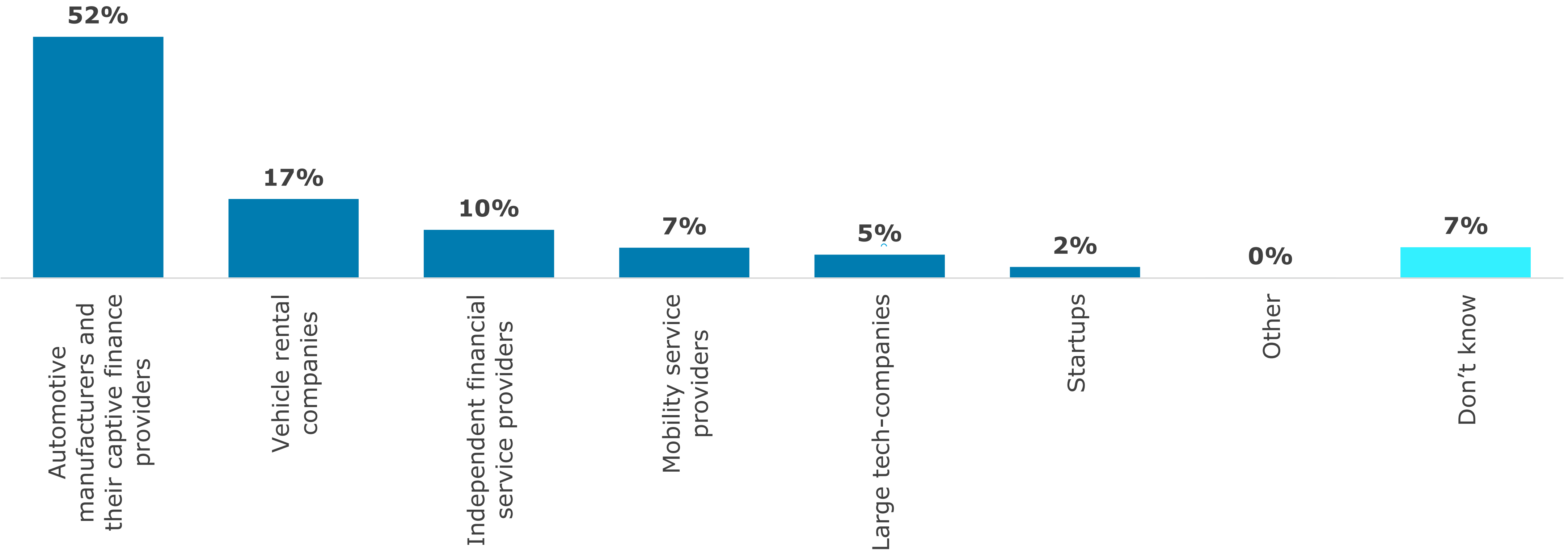
Q46. How much would you be willing to pay for each of the following services as compared to a regular vehicle lease?

Sample size: n= 828

South Africa

OEMs are the most preferred choice to offer a "vehicle-as-a-service" solution in the market.

Most trusted provider to offer a "vehicle-as-a-service" solution



Q48. Which of the following providers would you most trust to offer a "vehicle-as-a-service" solution (i.e., flexible vehicle usage offering)?

Sample size: n= 1,011

South Africa

Deloitte.

Contacts

Martyn Davies
Automotive Leader, South Africa
Deloitte South Africa
mdavies@deloitte.co.za

Ryan Robinson
Automotive Research Leader
Deloitte LLP
ryanrobinson@deloitte.ca

Shannon Helmer
Automotive Marketing Leader
Deloitte Services LP
shelmer@deloitte.com

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