2023 Global Automotive Consumer Study

Key Findings: AUSTRIA

January 2023

Contents

From September through October 2022, Deloitte surveyed more than 26,000 consumers in 24 countries (including 1,004 respondents in Austria) to explore opinions regarding a variety of critical issues impacting the automotive sector, including consumer interest in electric vehicle (EV) adoption, brand perception, and advanced technologies. The overall goal of this annual study is to answer important questions that can help companies prioritize and better position their business strategies and investments.

1	**The shift to EVs is happening, but is it moving fast enough?**	Consumer interest in EVs is growing as consumers, pressured by hyper-inflationary conditions, look to lower their operating costs. However, there are a variety of challenges standing in the way, including driving range, affordability, and lack of sustainability.
2	**An unintended benefit of the vehicle inventory crisis**	Product quality still tops the list of factors driving consumer decisions when it comes to which vehicle brand to buy, and expectations regarding the acceptable length of time to wait for delivery may be starting to stretch out, potentially opening the door to a “build-to-order” paradigm.
3	**Dealers engender the most trust among consumers**	When asked who they trust most, surveyed consumers point to the relationship they have with either their servicing or selling dealer, signaling the important role dealers play in the automotive value chain and a key consideration in the conversation around direct-to-consumer sales.
4	**Subscriptions to connected vehicle services could be a challenge**	Consumer interest in connected vehicle features that helps them get maintenance updates, traffic/road safety updates, and suggestions for alternate routes. are relatively high, but people would much rather pay for connected technologies on a per use basis compared to a subscription.

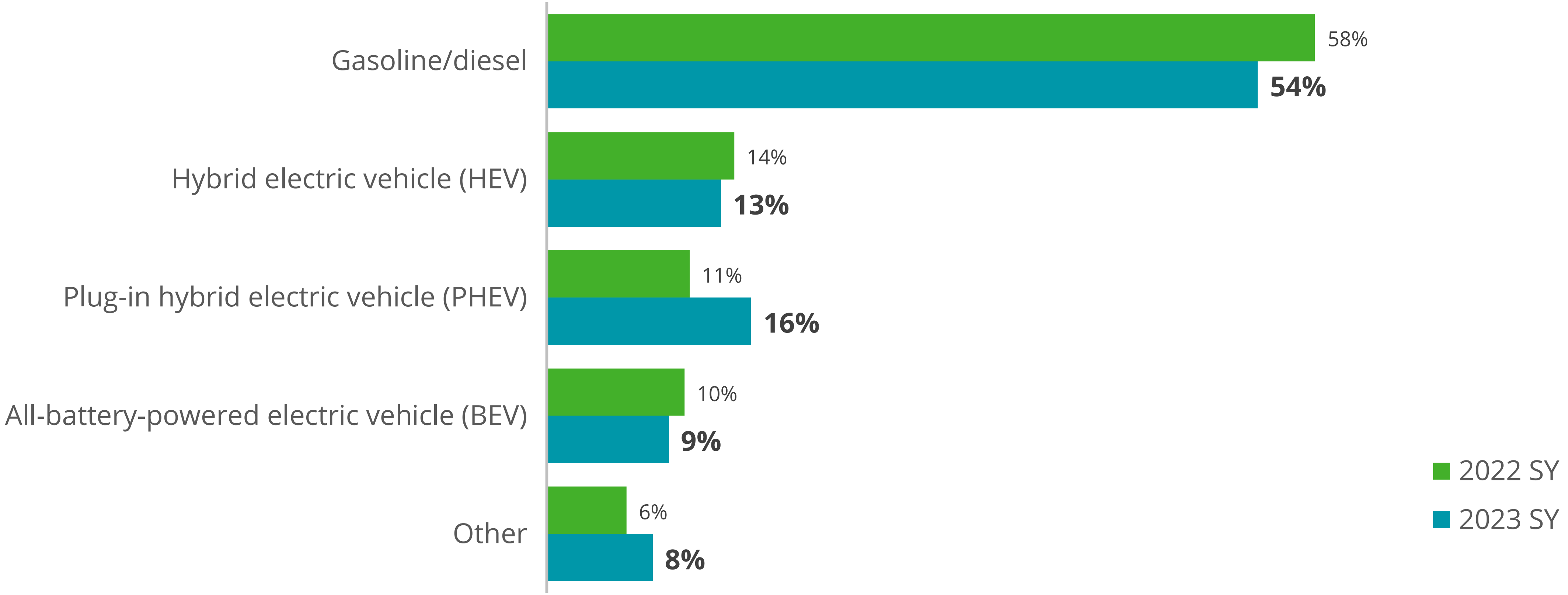
Note: Sum of the values for a few questions in the following slides may not add to 100% due to rounding.

1

Vehicle electrification

The needle is moving toward an electric mobility future, but are we moving fast enough to achieve the ambitious goals that have been set for carbon emissions reduction?

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; don't know responses weren't considered.

Q40. What type of engine would you prefer in your next vehicle?

Sample size: n= 793 [2022]; 735 [2023]

The draw for EVs continues to center on the consumer perception that fuel costs will be significantly lower, outweighing the concern for climate change.

Top 5 reasons for choosing an EV for next vehicle

#1
Lower fuel costs

#2
Government incentives

#3
Concern about climate change

#4
Extra taxes on ICE vehicles

#5
Less maintenance

Q41. Please rank the following factors in terms of their impact on your decision to acquire an electrified vehicle (highest to lowest).

Sample size: n= 279

A majority of both ICE and EV intenders are expecting to pay less than €50K for their next vehicle, signaling a potential affordability risk given ever-increasing transaction prices.

Preferred price ranges for next vehicles

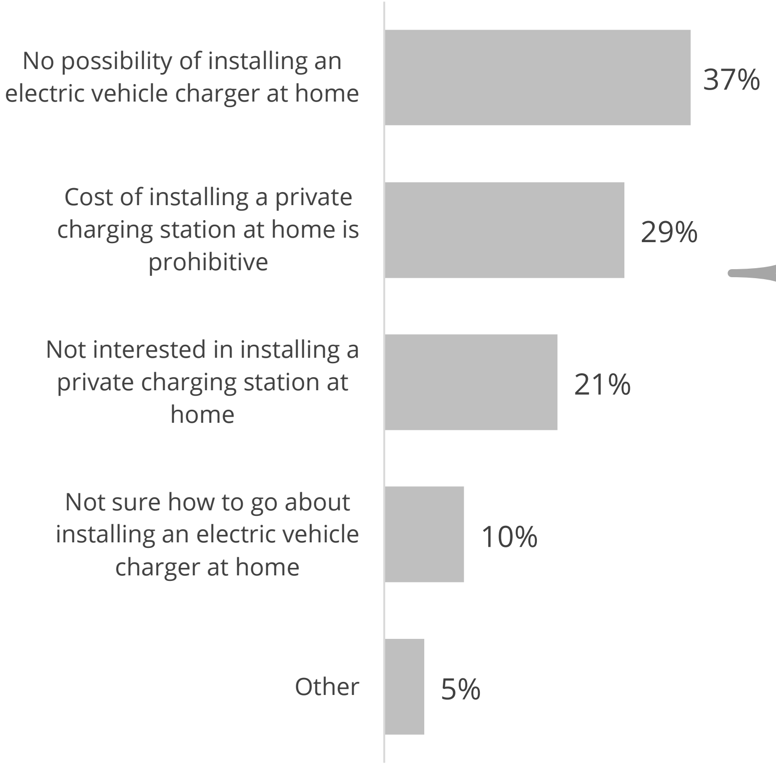
	Overall	ICE Intender	EV Intender
Less than €10,000	16%	21%	9%
€10,000 to less than €15,000	20%	22%	15%
€15,000 to less than €30,000	38%	36%	45%
€30,000 to less than €50,000	16%	14%	22%
	90%	92%	90%
€50,000 to less than €75,000	2%	2%	4%
€75,000 or more	1%	1%	2%
Don't know/not sure	7%	5%	4%

Q39. 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.)

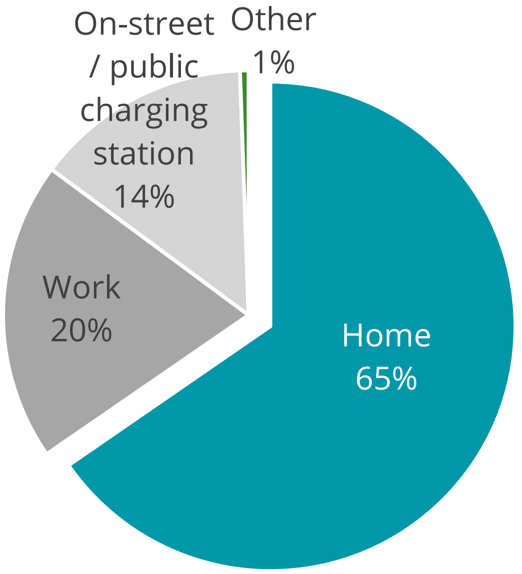
Sample size: [Overall] n= 871; [ICE intender] n= 397, [EV intender] n= 279

Two-thirds of EV intenders plan to charge their vehicle at home by connecting to a regular power grid. Those not intending to charge at home cite lack of possibility to install and high installation costs, opening the door for installers and finance providers to offer solutions.

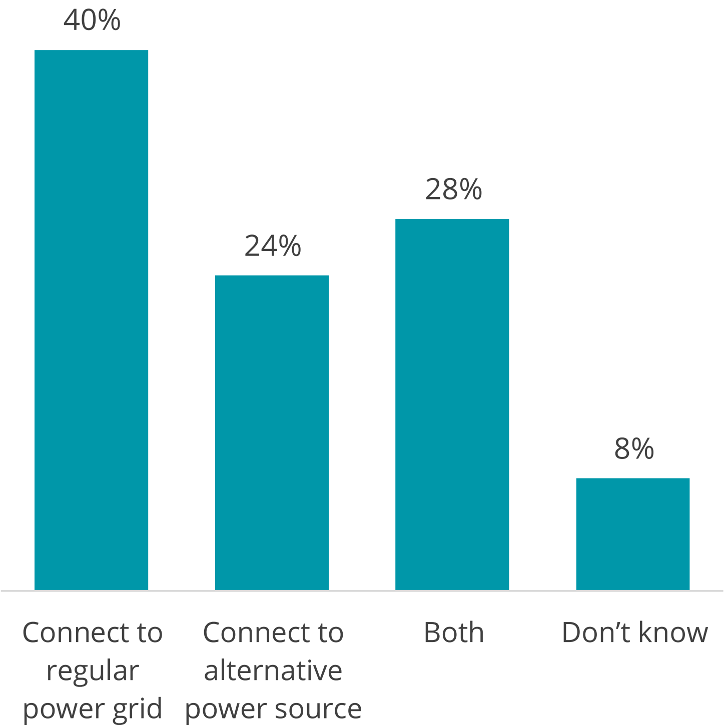
Reasons for not charging an electrified vehicle at home



Expecting to charge electrified vehicle most often at…



Intending to charge electric vehicles at home using…



Q43: Where do you expect to charge your electrified vehicle most often?; Q44: How do you intend to charge your electrified vehicle at home?; Q45: What is the main reason you do not intend to charge your electrified vehicle at home?

Sample size: n= 182 [Q43]; 119 [Q44]; 63 [Q45]

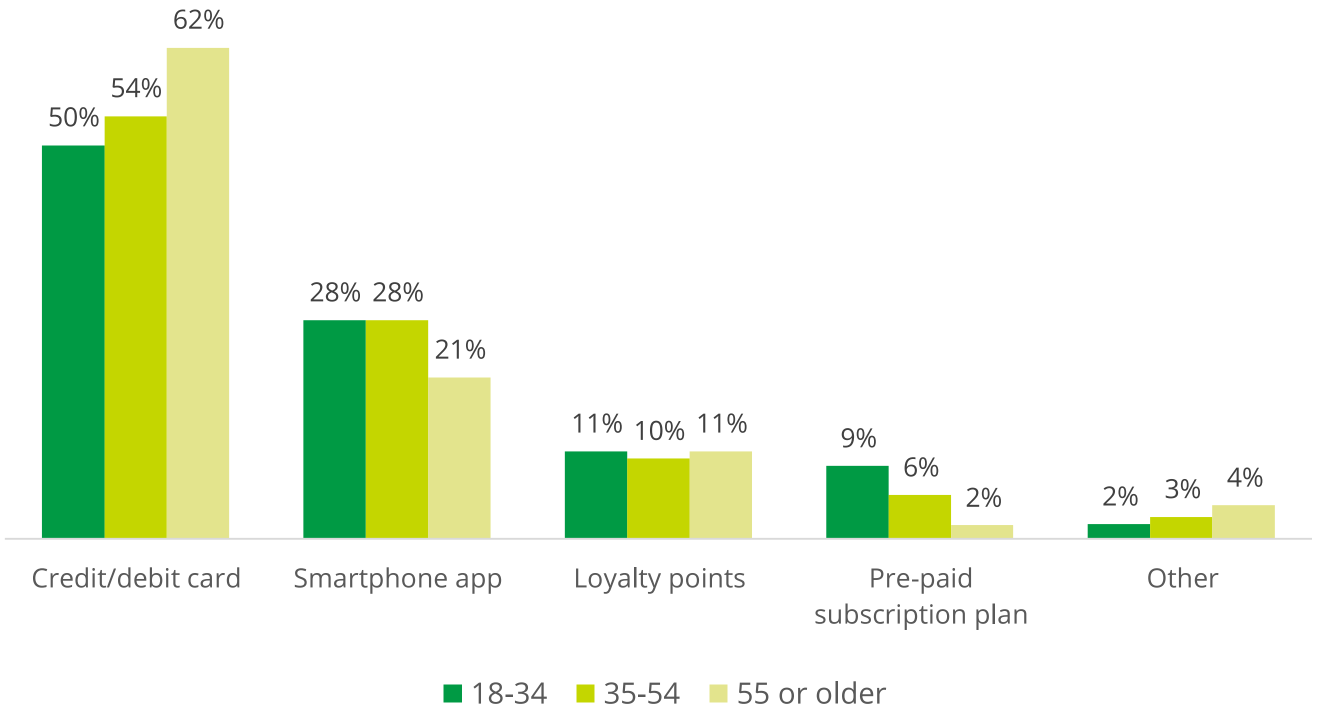
Across all age groups, consumers would prefer to pay for public EV charging via credit/debit cards, signaling the need for standardizing the public charging experience to maximize utility and convenience.

Most preferred way to pay for public EV charging

Overall

Credit/debit card	57%
Smartphone app	25%
Loyalty points	11%
Pre-paid subscription plan	5%
Other	3%

By age category

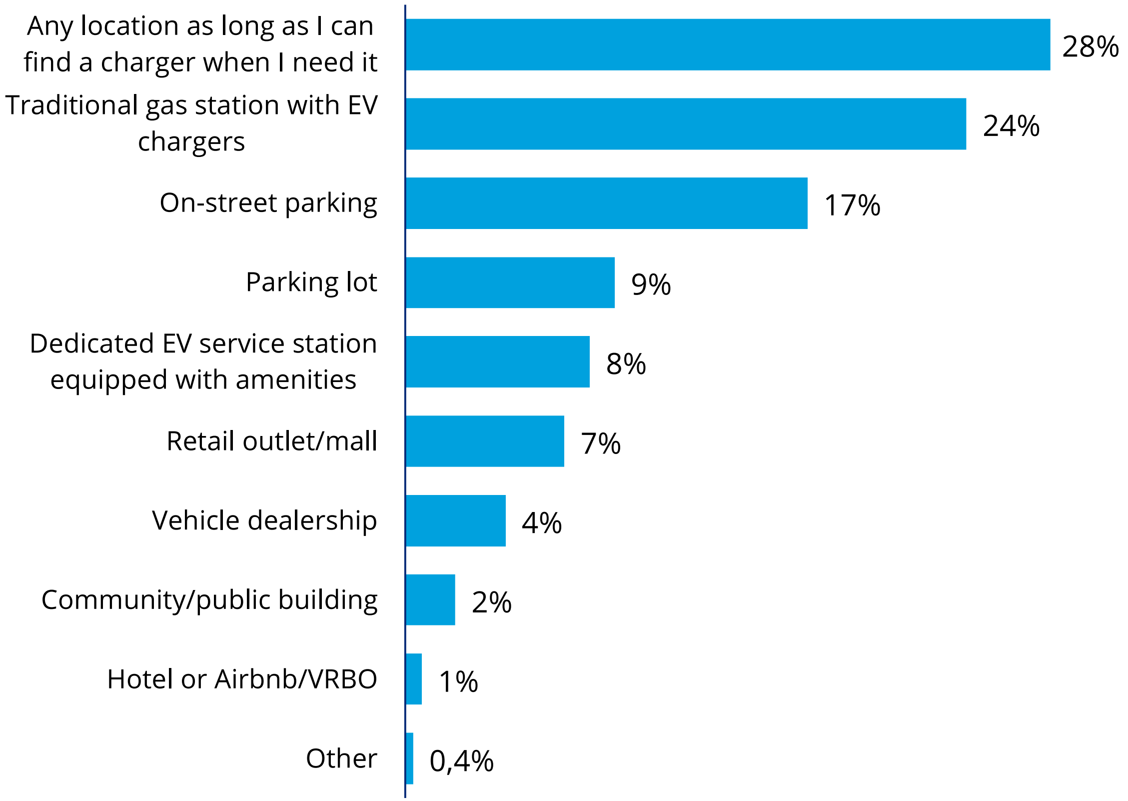


Q49: How would you most prefer to pay for public EV charging?

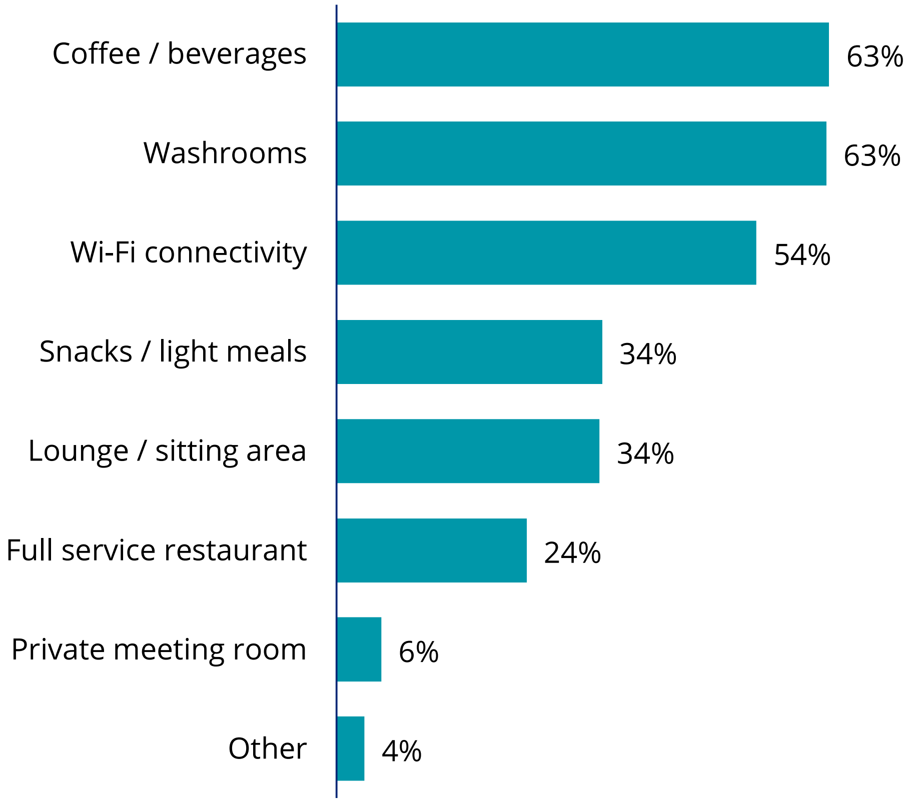
Sample size: n= 279 [Overall]; 54 [18-34], 108 [35-54], 117 [55+]

In terms of specific charging locations, consumers would prefer traditional gas stations that are equipped with chargers and have basic amenities like beverages, restrooms, and Wi-Fi.

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



Type of amenities that the consumers want to have access to while their vehicle is charging at a public location



Note: Sum of the percentages in the right-side chart exceed 100% as respondents can select multiple options.

Q46: Which of the following public locations makes the most sense to charge your EV when you are away from home?
Q48: What type of amenities would you want to have access to while your vehicle is charging at a public location?

Sample size: n= 279 [Q46]; 279 [Q48]

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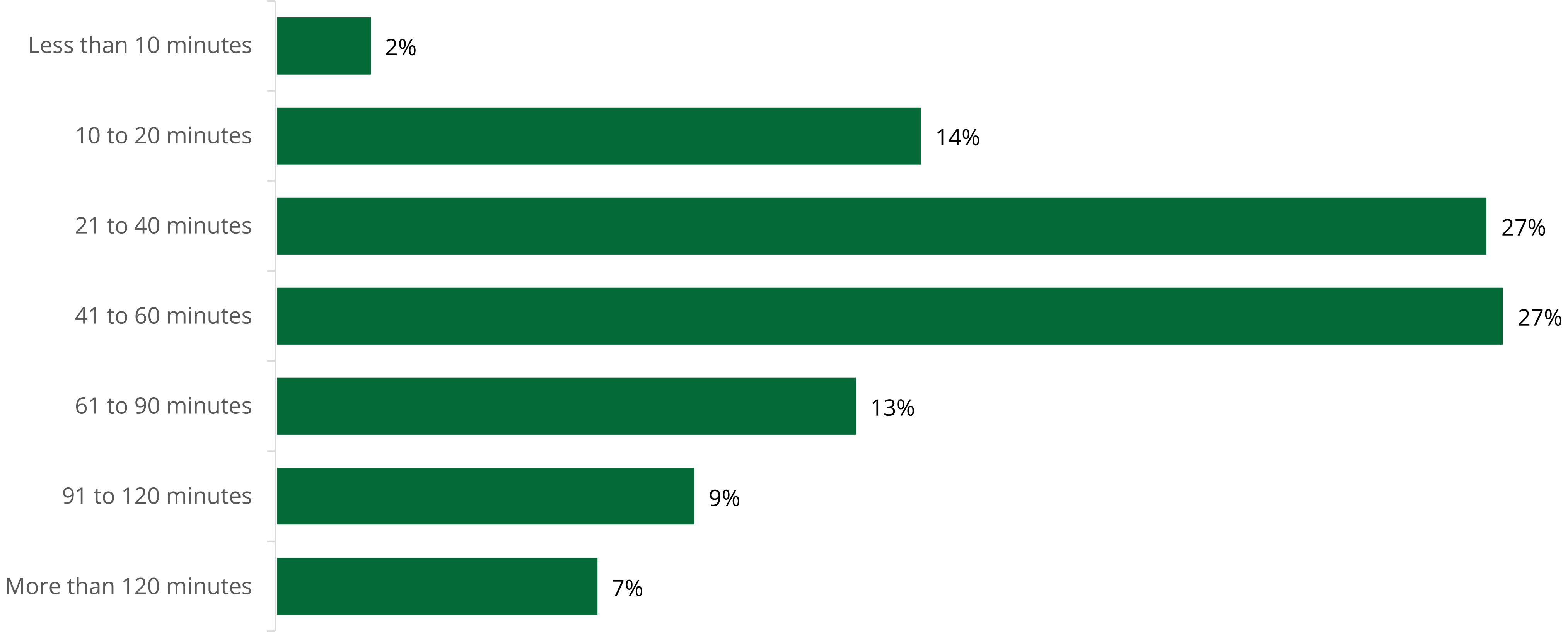
4 in 10 surveyed consumers would wait between 10 and 40 minutes for their vehicle to charge from empty to 80% at a public charging station, challenging conventional wisdom that matching the fossil fuel experience is “table stakes”.

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



Q47: How long would you expect it to take to charge your EV from empty to 80% at a public charging location?

Sample size: n= 279

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Consumers looking to purchase a BEV are not very concerned about the residual value of the vehicle even as questions linger regarding long-term health of the battery and end-of-life responsibilities.

Percentage of consumers who are concerned about the resale/residual value of an all battery-powered electric vehicle (BEV)

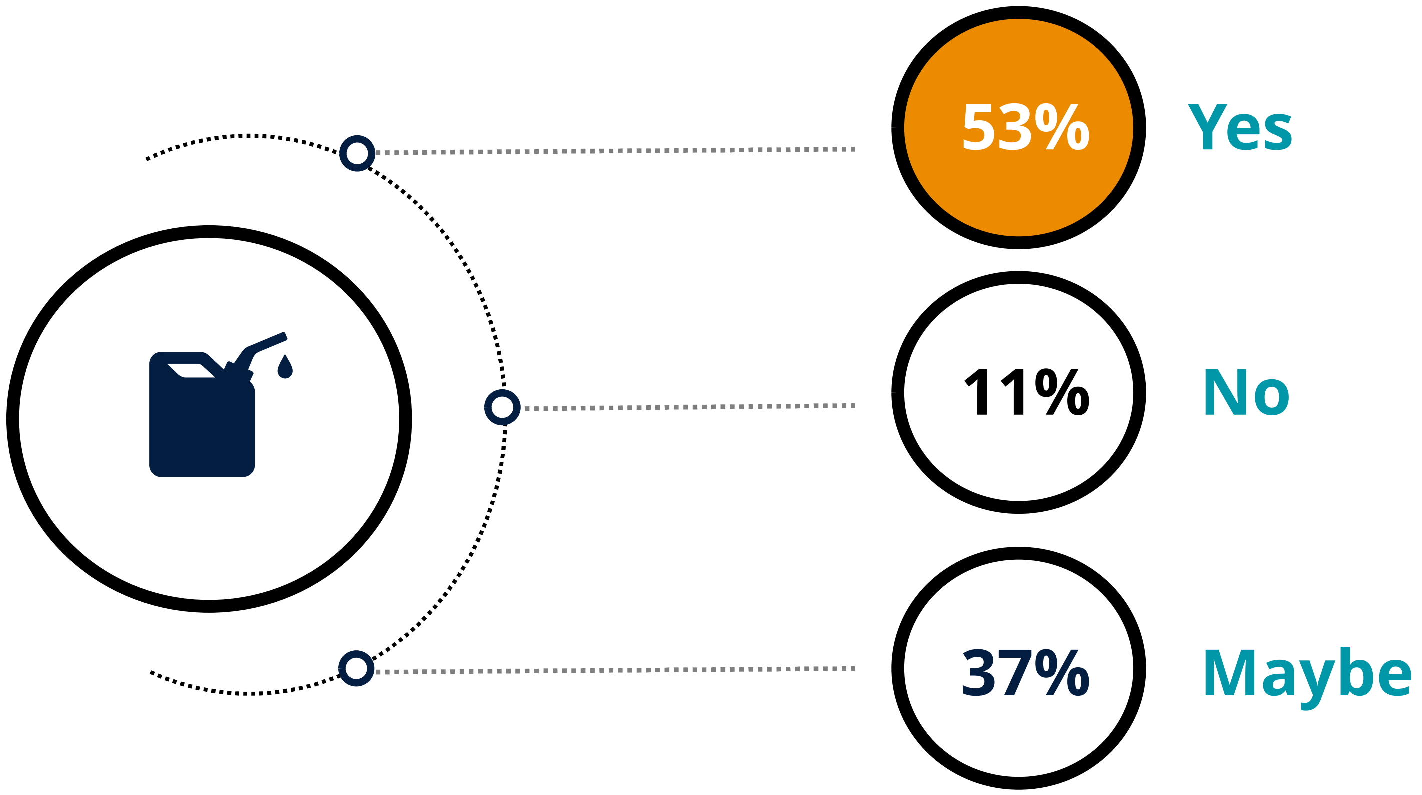
	Overall
Not concerned	**34%**
Neutral	**46%**
Concerned	**21%**

Q50: To what extent are you concerned about the resale/residual value of an all battery-powered electric vehicle?

Sample size: n= 68

Over half of EV intenders would rethink their decision if an environmentally sustainable, synthetic combustion fuel was available.

Percentage of consumers who would rethink an EV purchase if an environmentally sustainable, synthetic fuel alternative was available for traditional (ICE) engines

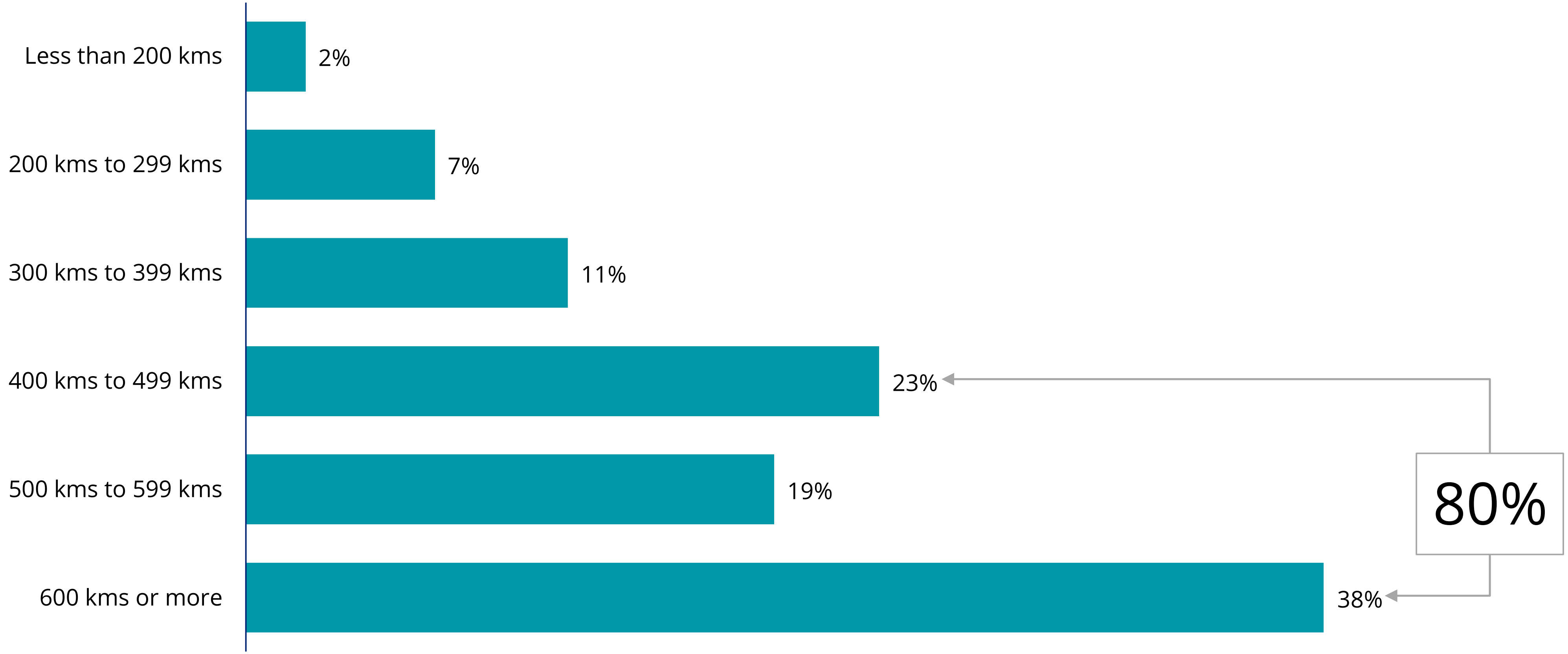


Q42: In a scenario where an environmentally sustainable, synthetic fuel alternative (i.e., carbon-neutral gas) that would work in traditional internal combustion engines was readily available, would you rethink your decision to purchase an EV?

Sample size: n= 279

8 in 10 non-BEV intenders would expect a fully charged BEV to have a driving range of at least 400 kms in order to consider one as a viable option for their next vehicle.

Consumer expectations regarding BEV driving range

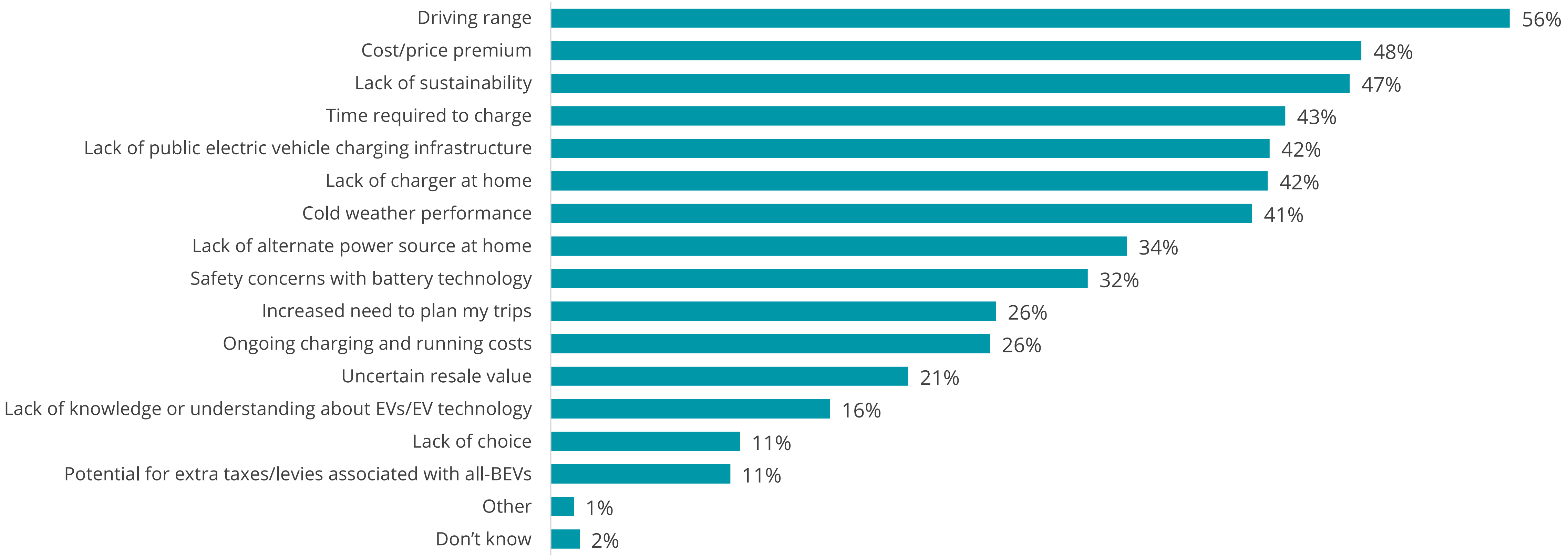


Q52: How much driving range would a fully charged all-battery electric vehicle need to have in order for you to consider acquiring one?

Sample size: n= 803

When it comes to BEVs, consumers are most concerned about driving range, affordability, and lack of sustainability.

Greatest concern regarding all battery-powered electric vehicles



Note: Sum of the percentages exceed 100% as respondents can select multiple options.

Q51: What are your biggest concerns regarding all battery-powered electric vehicles? Please select all that apply.

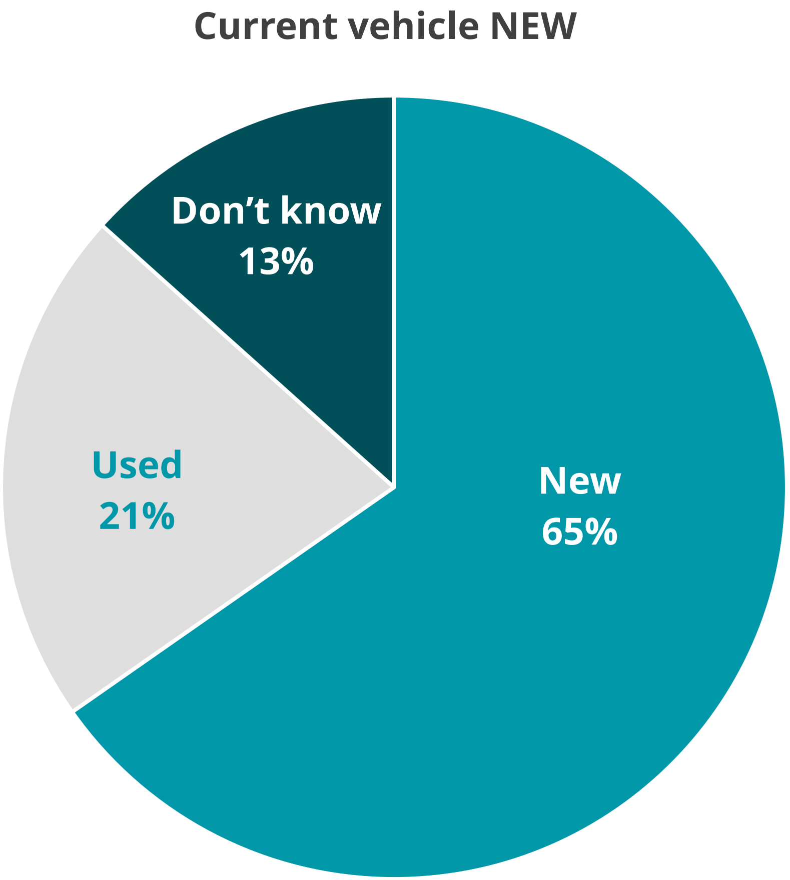
Sample size: n= 871

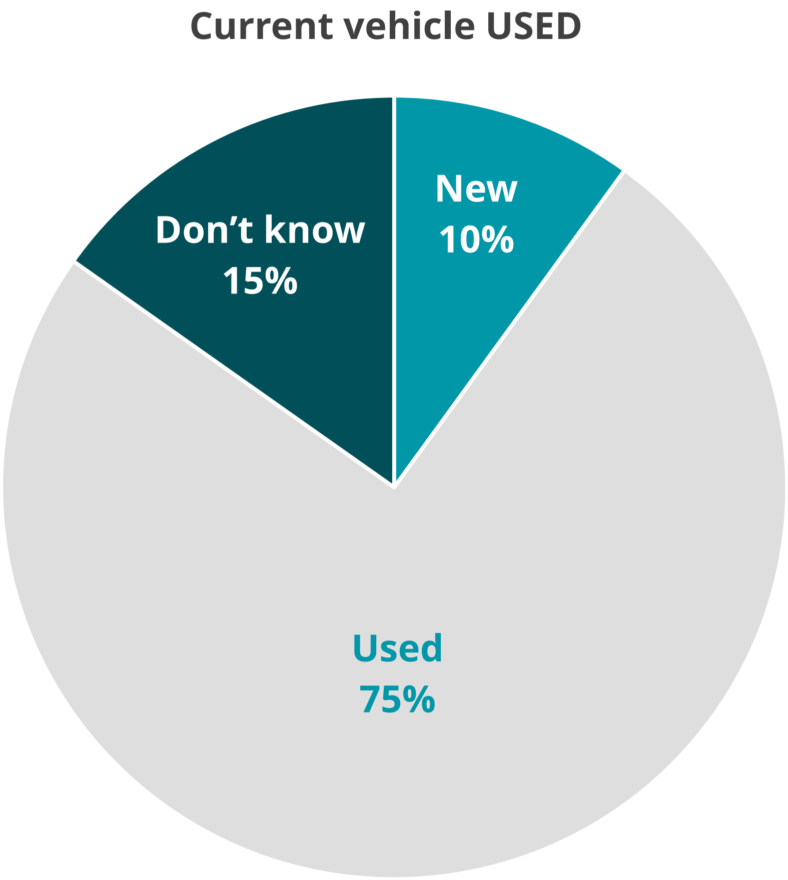
2

Future vehicle intentions

Two-thirds of owners who acquired their current vehicle new intend to buy a new vehicle again while only 1 in 10 people who acquired their vehicle used said the same.

Next vehicle type by current vehicle type



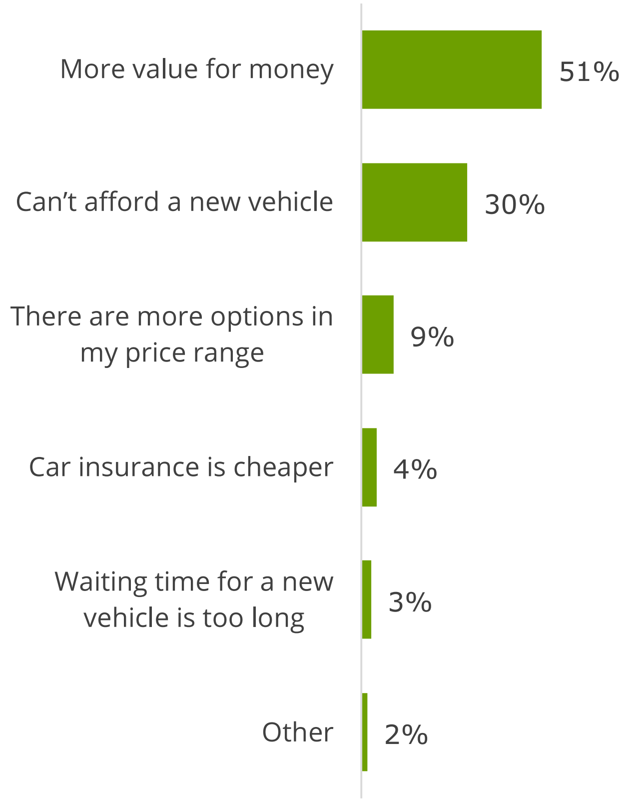


Q30. Will your next vehicle be new or used?

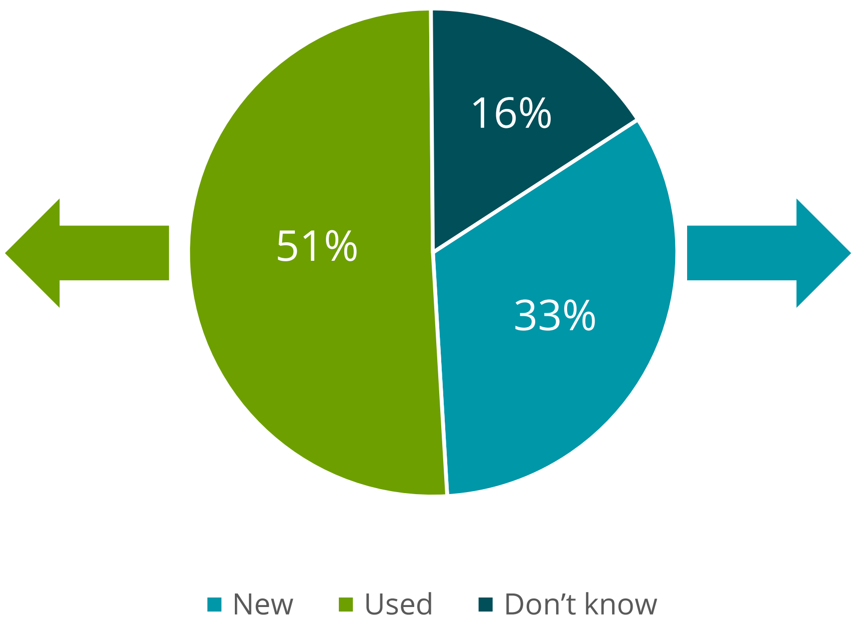
Sample size: n= 360 [New], 421 [Used]

OEM warranty is the primary reason for choosing a new vehicle. Those planning to buy used cite value for money as the main reason.

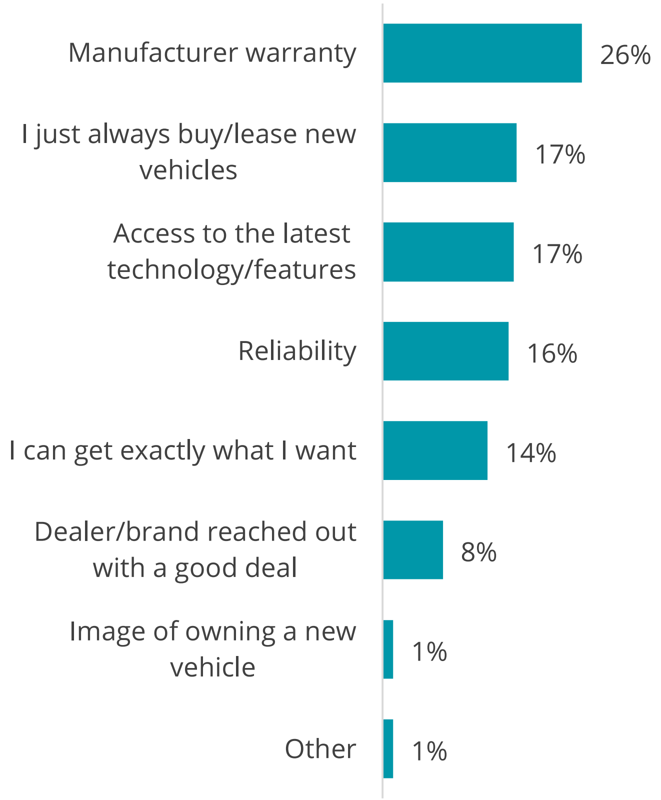
Reasons for choosing used vehicle



Kind of next vehicle



Reasons for choosing new vehicle



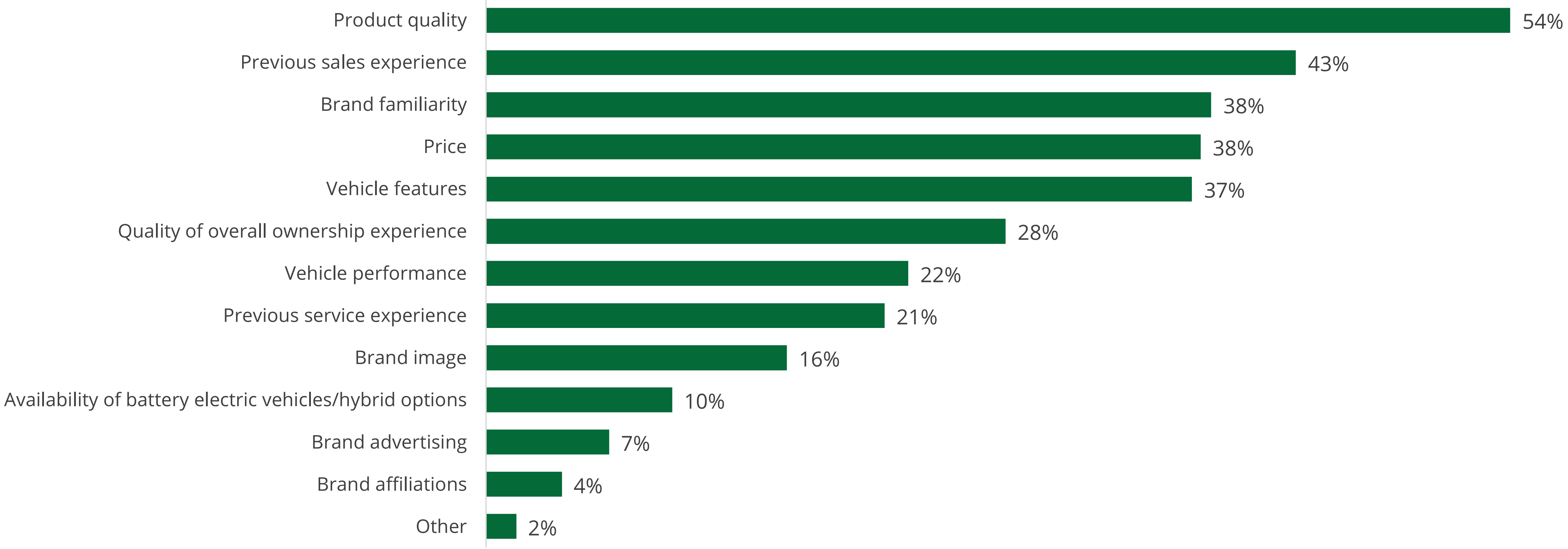
Note: Used includes nearly new/certified pre-owned and other used vehicles.

Q30: Will your next vehicle be new or used?; Q31/32: Considering your intent to buy a new/used vehicle, why is this preferred?

Sample size: n= 891 [Q30]; 296 [Q31]; 453 [Q32]

Vehicle product quality is the defining factor for consumers when choosing one brand over another. The availability of EV options rates much lower in terms of importance.

Most important factors driving the choice of brand for your next vehicle



Note: Sum of the percentages exceed 100% as respondents can select multiple options.

Q35. What are the most important factors driving the choice of brand for your next vehicle? (Please select all that apply).

Sample size: n= 871

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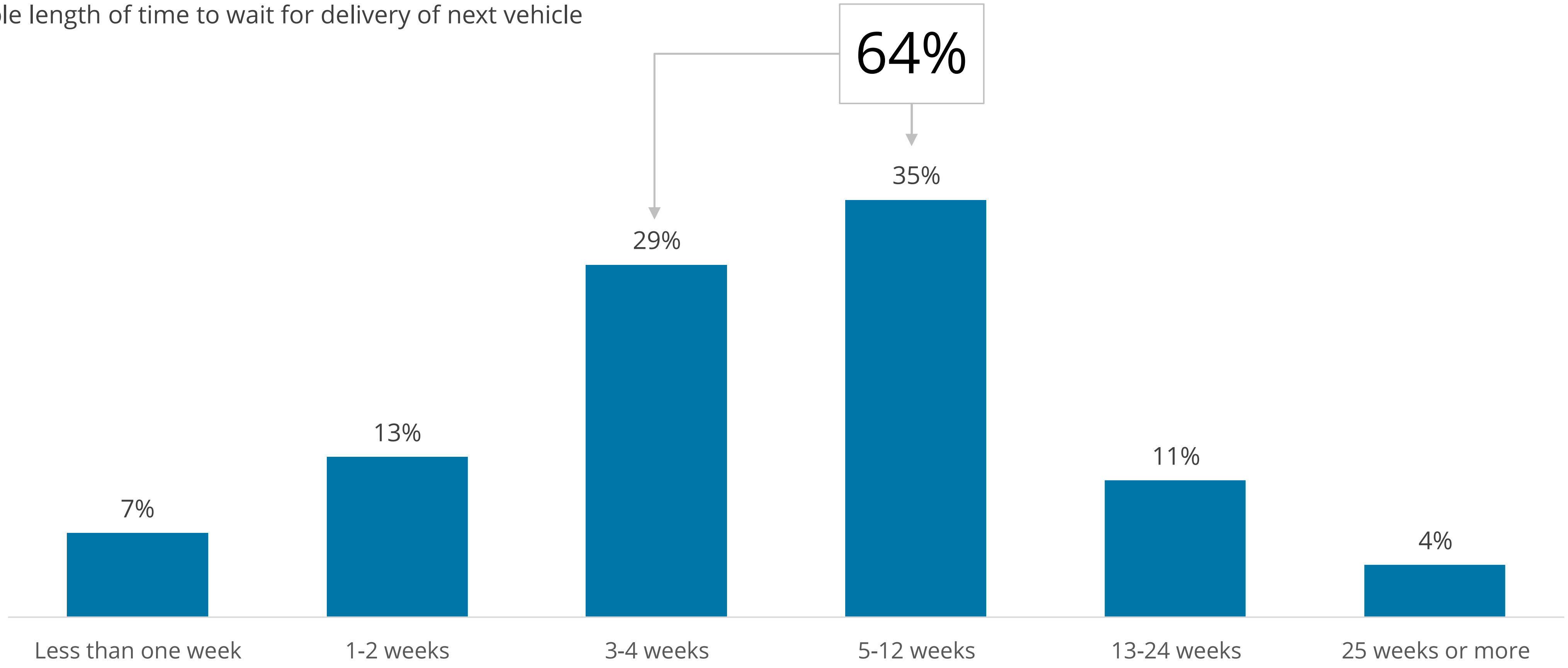
The current inventory crisis may be training consumers to expect longer wait times for delivery of a new vehicle, opening the door to a more "build-to-order" retail paradigm.

Acceptable length of time to wait for delivery of next vehicle



Q37: In your opinion, what is an acceptable length of time to wait for delivery of your next vehicle if it meant you got exactly what you wanted (i.e., features, color, etc.)?

Sample size: n= 871

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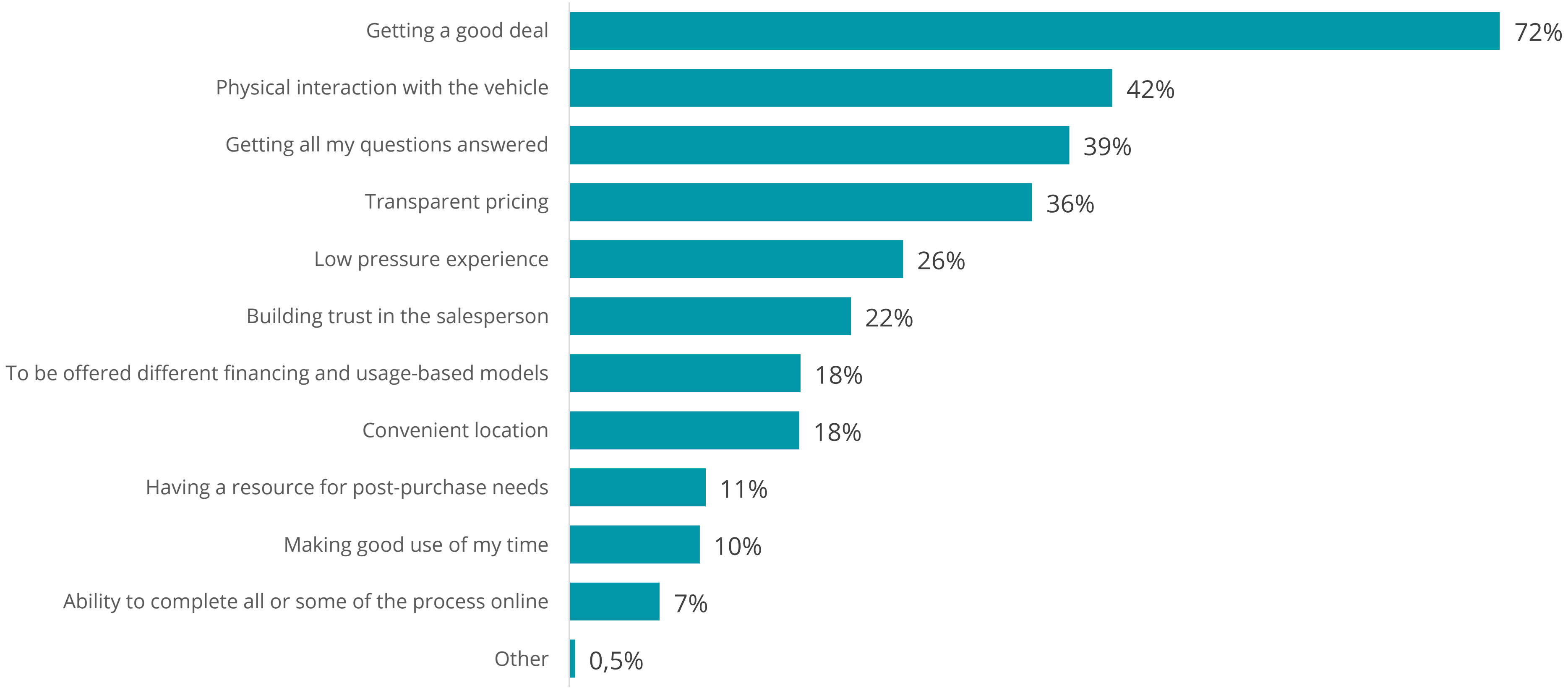
Having said that, some things never change as consumers still need a good deal and hands-on physical interaction before they commit to buying a vehicle.

Most important aspects of the vehicle purchase experience



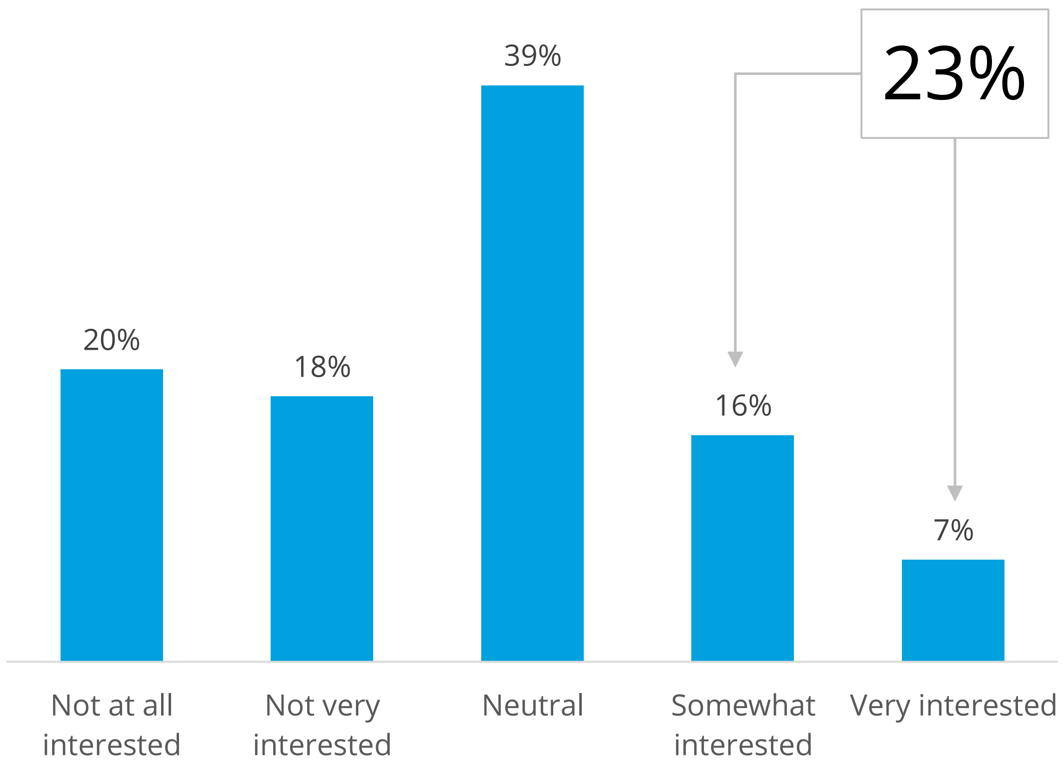
Note: Sum of the percentages exceed 100% as respondents can select multiple options.

Q59: When looking to acquire your next vehicle, what are the top three most important aspects of the purchase experience?

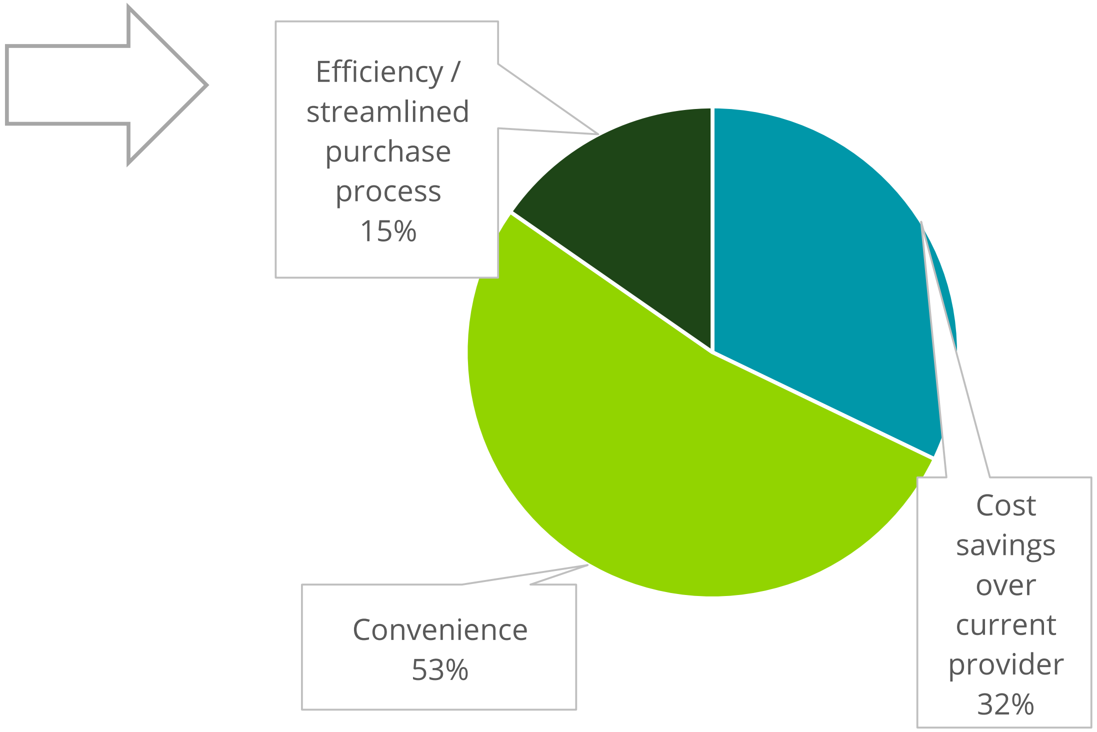
Sample size: n= 871

OEMs are looking at every profit pool going forward, including bringing insurance products in-house, signaling a potential disruption for the traditional value chain.

Percentage of consumers who would purchase insurance directly from the manufacturer



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



Q60: The next time you acquire a vehicle, how interested would you be in purchasing insurance directly from the vehicle manufacturer?;
Q61: What do you expect the primary benefit of buying insurance directly from the manufacturer to be?

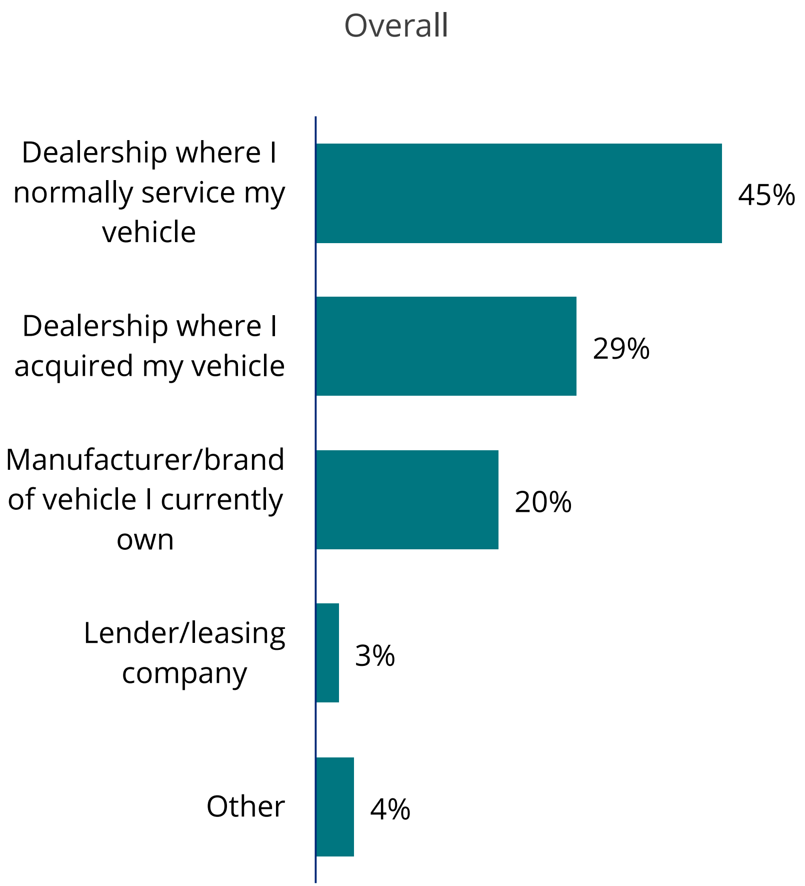
Sample size: n= 871 [Q60]; 196 [Q61]

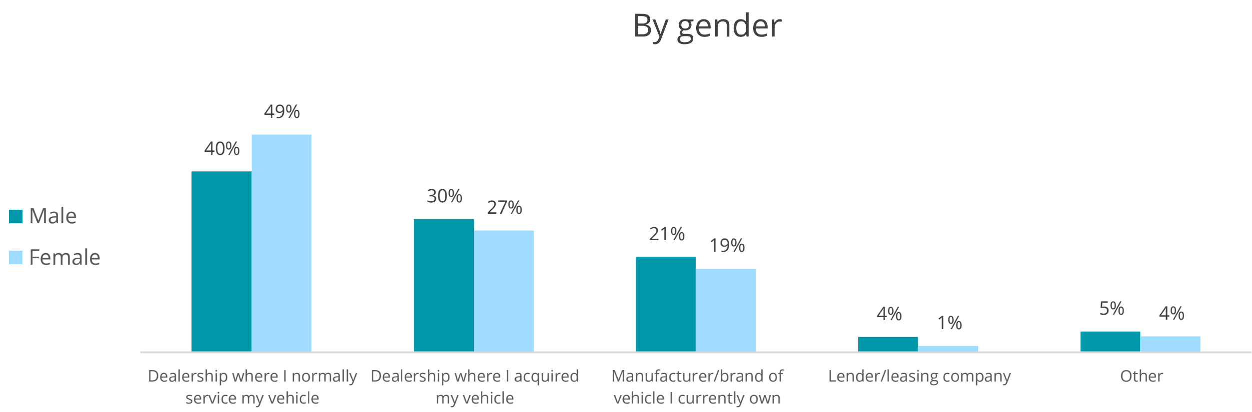
3

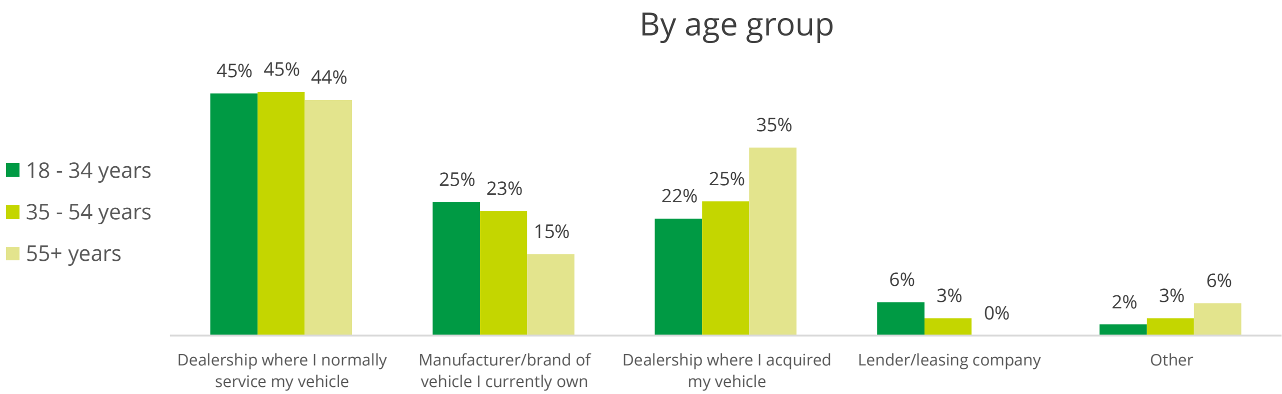
Vehicle brand and service experience

Over 7 in 10 consumers trust dealers (servicing or selling) the most, signaling the importance dealerships have in the customer relationship.

Consumers have the most trusted relationship with…





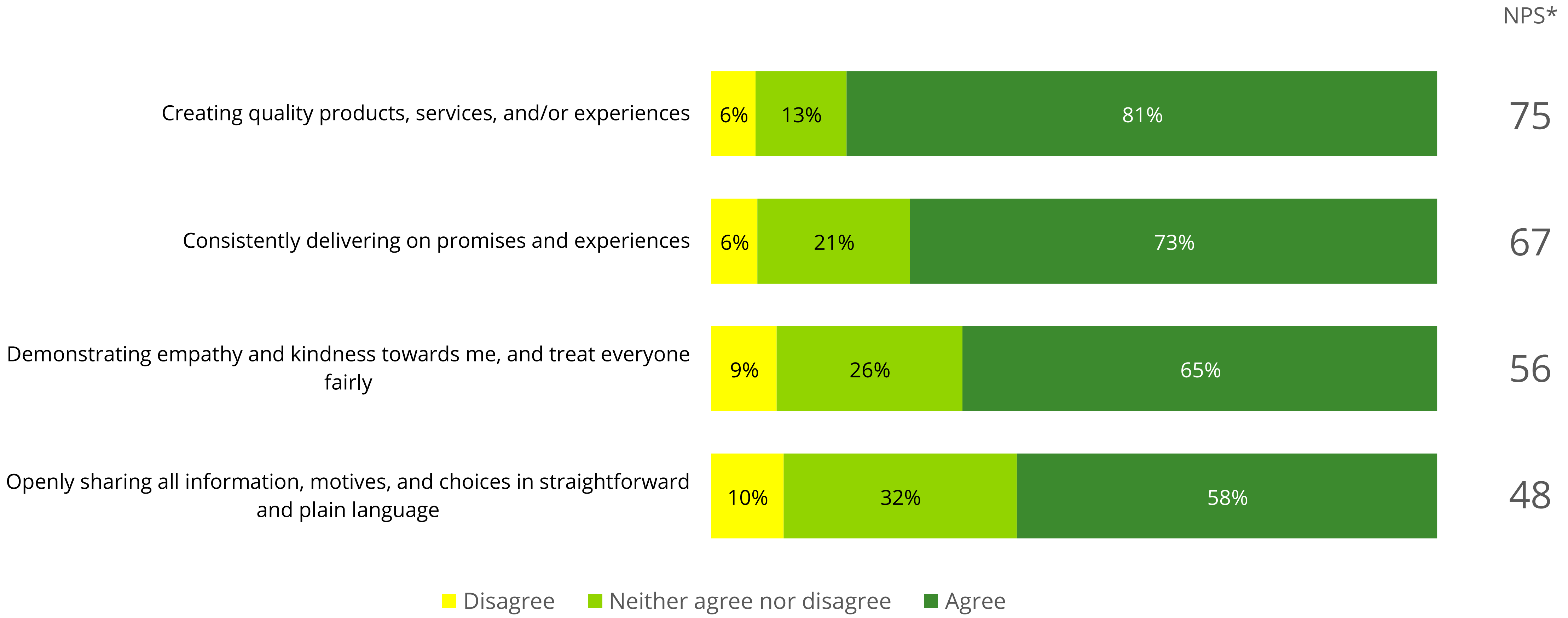


Q27: With whom do you have the most trusted relationship?

Sample size: n= 832 [Overall]; 425 [Male], 406 [Female]; 193 [18-34], 276 [35-54], 363 [55+]

While 8 in 10 consumers believe that their vehicle brands create quality products and services, significantly fewer people believe OEMs demonstrate transparency and empathy.

Consumer opinions on the brand of vehicle they currently own



*Net promoter score (percentage agree minus percentage disagree).

Note: Disagree includes strongly disagree, disagree, and somewhat disagree values; Agree includes strongly agree, agree, and somewhat agree values.

Q18: To what extent do you agree or disagree with the following statements relative to the brand of vehicle you currently own?

Sample size: n= 832

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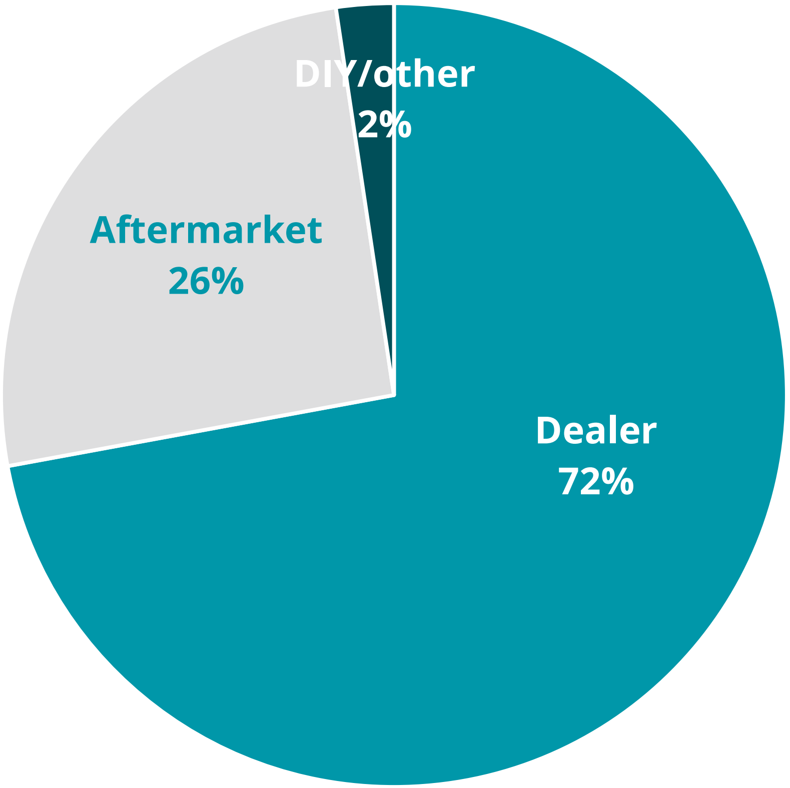
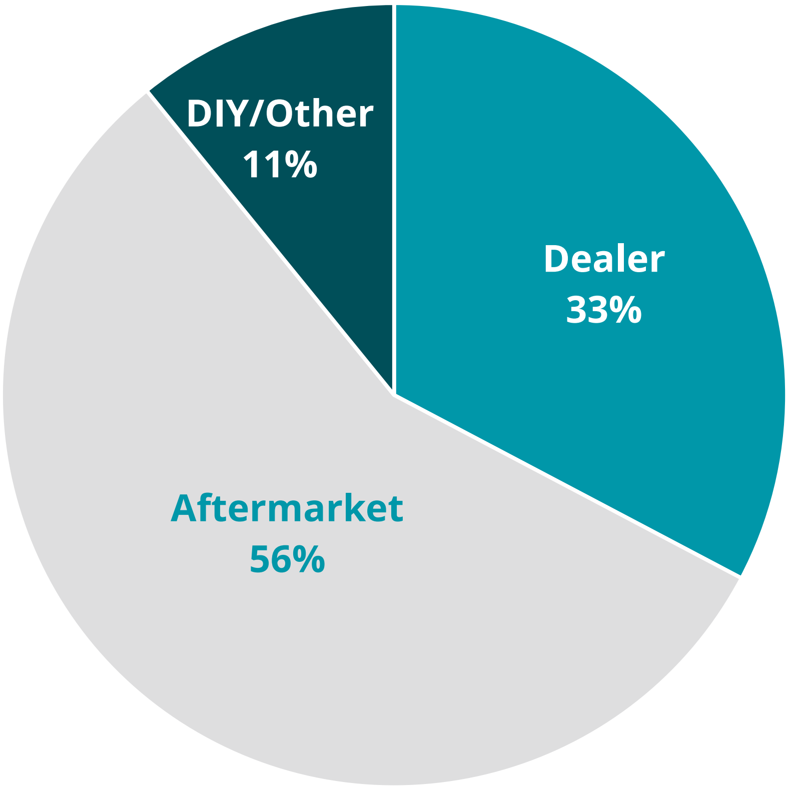
Nearly 3 in 4 consumers who originally acquired their vehicle new routinely take it back to the dealer for service, whereas only one-third of used vehicle owners do the same.

Preferred vehicle service provider by how current vehicle was acquired

Vehicle acquired NEW



Vehicle acquired USED



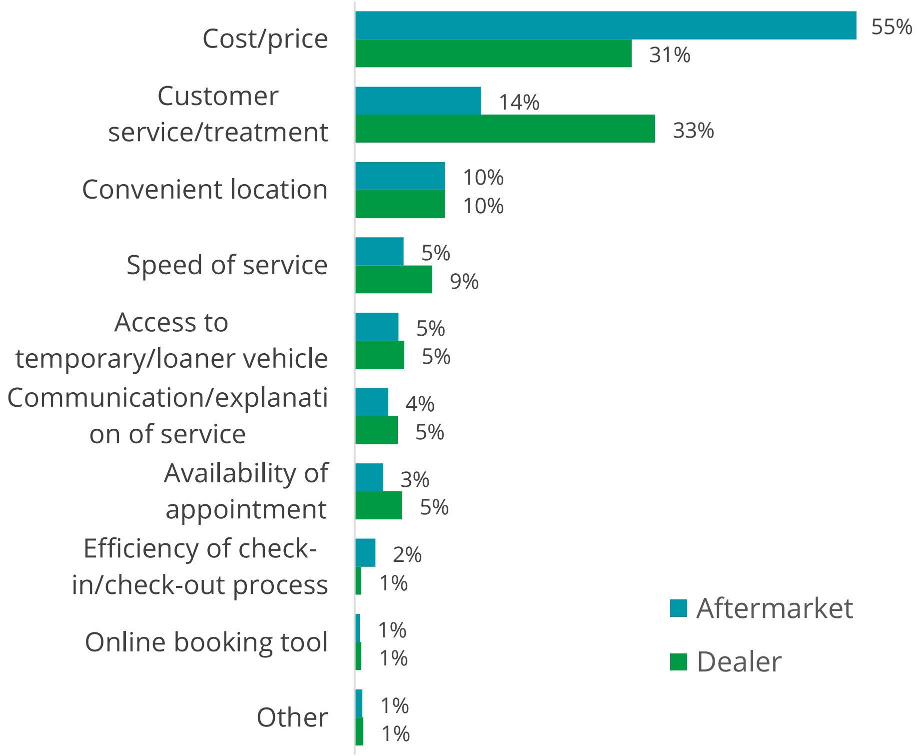
Q24: Where do you normally service your vehicle?

Sample size: n= 380 [New], 452 [Used]

Trust is the main reason for consumers when choosing a vehicle service provider. When it comes to the service experience, cost/price of service ranks at the top.

Reasons for choosing vehicle service provider (by preferred provider)

Most important aspect of the vehicle service experience (by preferred provider)



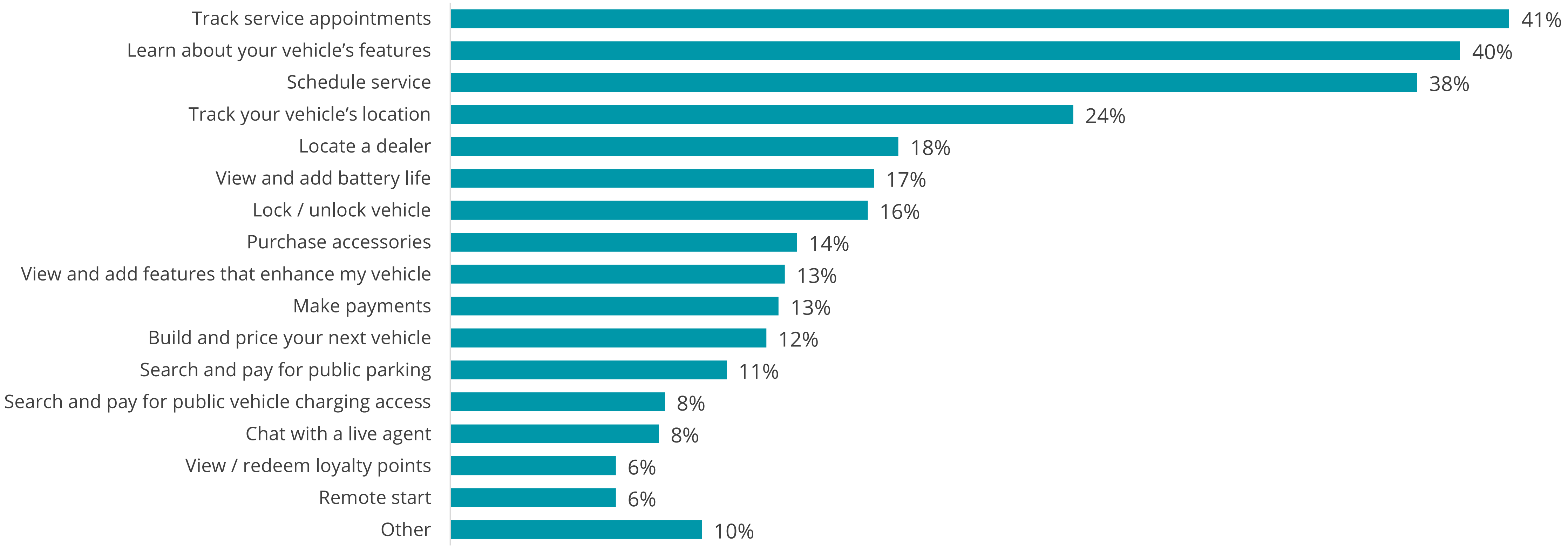
Note: "Other" reasons not shown for choosing a vehicle service provider.

Q25: What is the most important reason for your preferred choice of vehicle service provider?; Q26: What is the most important aspect of a vehicle service experience?

Sample size: n= 422 [Dealer] and 352 [Aftermarket] for Q25 and Q26

Consumers most prefer to access features/applications that help them in scheduling/tracking service appointments and learning about their vehicle's features.

Important features of a vehicle brand app



Note: Sum of the percentages exceed 100% as respondents can select multiple options.

Q28: What are the most important features of a vehicle brand app? Please select all that apply.

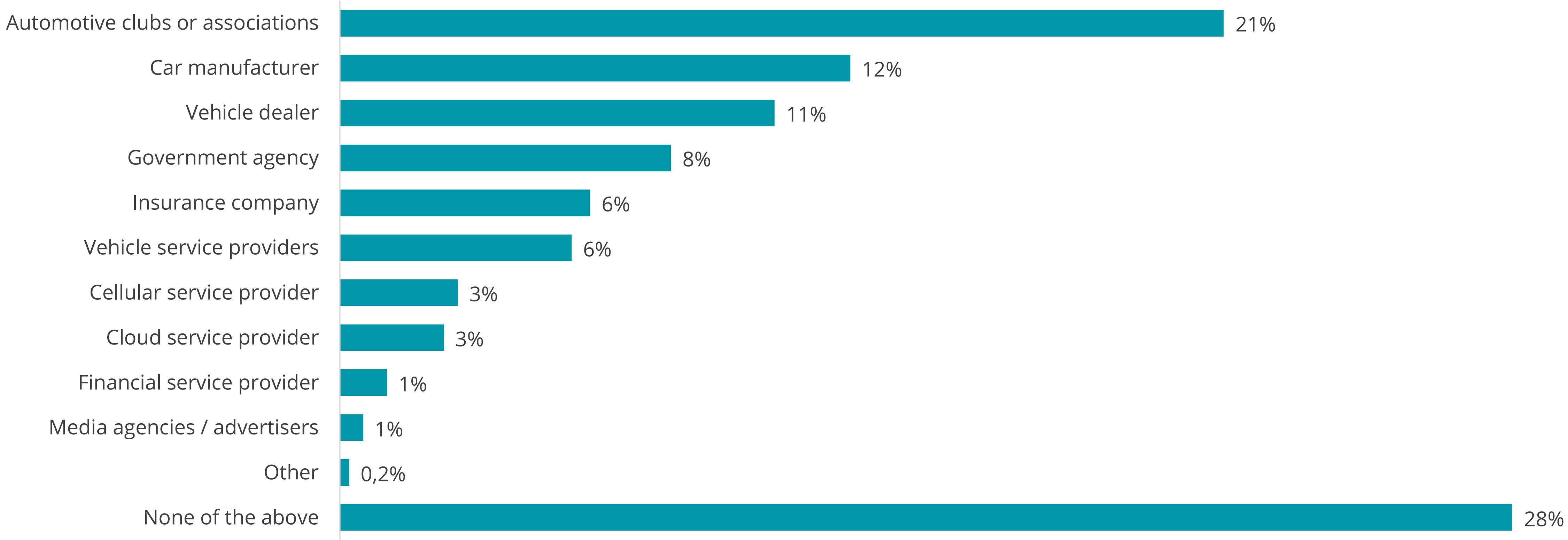
Sample size: n= 832

4

Connectivity

On one hand, surveyed consumers trust automobile associations the most to manage data generated by the vehicle. On the other hand, 28 percent of consumers don't trust anyone.

Consumer opinions on whom they trust the most to manage data generated/collected by their vehicle



Q57: In a scenario where you owned a connected vehicle, which of the following entities would you most trust to have access to the data your vehicle generates?

Sample size: n= 871

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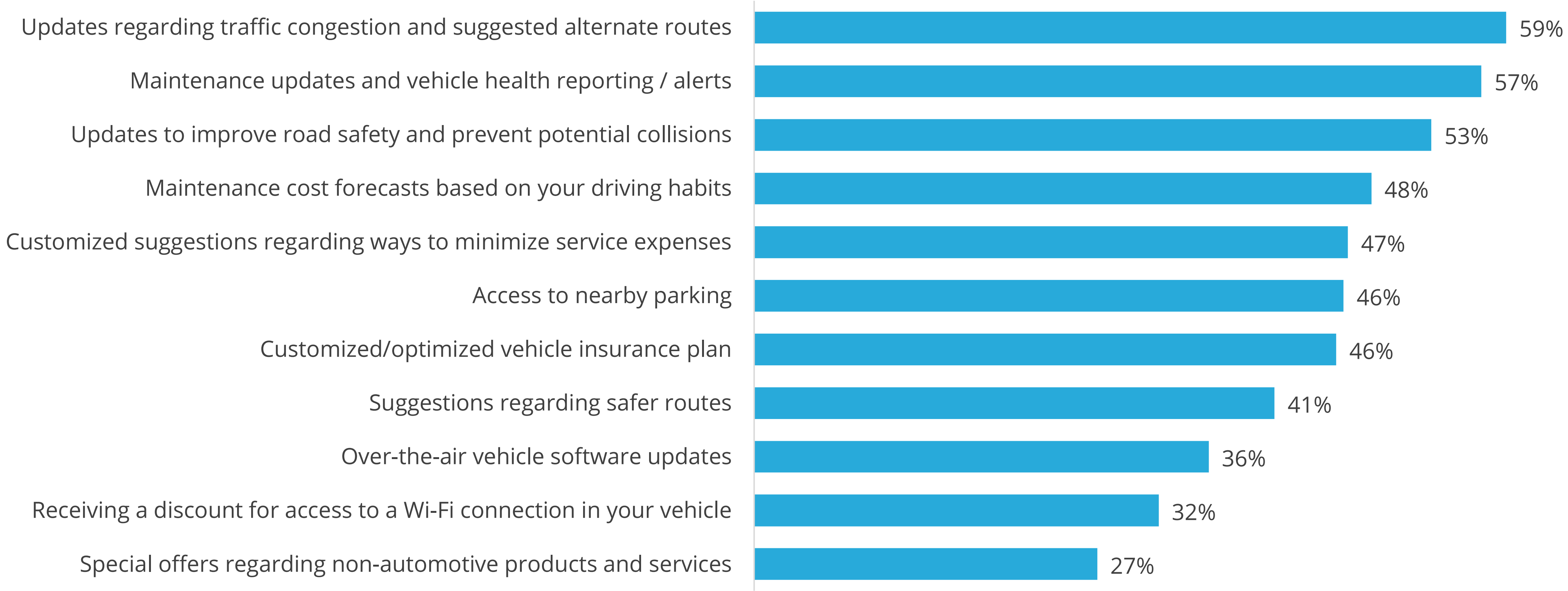
But, consumers are ready to share PII* if it helps them get maintenance updates, traffic/road safety updates, and suggestions for alternate routes.

Consumer opinions on benefits of connected vehicles



*Personally identifiable information.

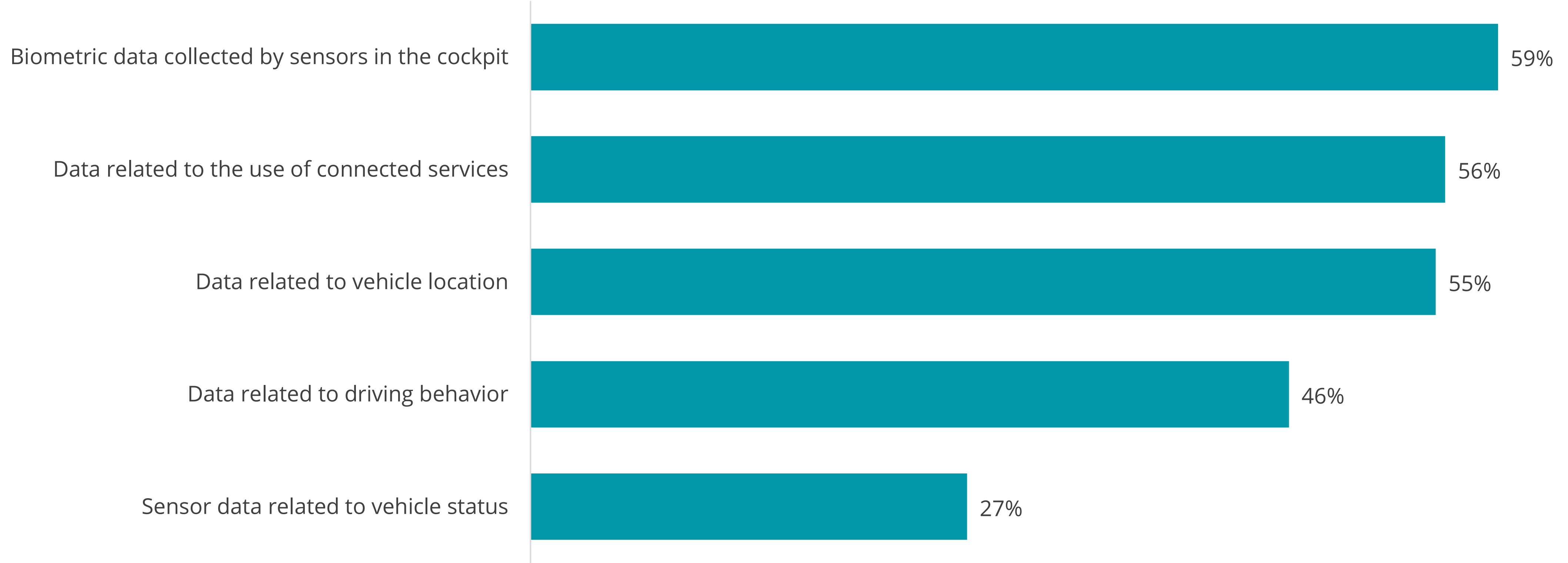
Q55: How interested are you in the following benefits of a connected vehicle if it meant sharing your own personally identifying data and/or vehicle/operational data with the manufacturer or a third party?

Sample size: n= 871

AUSTRIA

At the same time, more than 5 in 10 consumers are concerned if data related to biometrics, connected services usage, and the vehicle's location is shared.

Percentage of consumers concerned by sharing data with vehicle manufacturer, dealer, insurance company, and/or other third parties



Q56: As vehicles become more and more connected to the internet, how concerned would you be if the following types of data were shared with your vehicle manufacturer, dealer, insurance company and/or other third parties?

Sample size: n= 871

Nearly half of surveyed consumers would prefer to pay for connected technologies on a per use basis, representing a challenge for OEMs looking to build new revenue streams via digital subscription services.

Preferred way to pay for additional connectivity technologies

47% Charged on a per use basis

37% Up front as part of the vehicle purchase price

16% As part of a monthly service to which I subscribe

Vehicle buyers prefer to pay for added tech features as per usage

Q58: How would you prefer to pay for additional connectivity technologies in your vehicle?

Sample size: n= 871

5

About the study

About the study

Survey timing

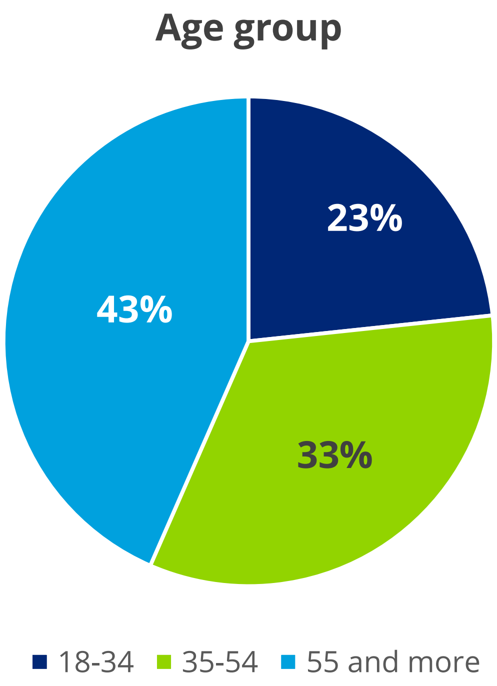
September 30 to October 07, 2022

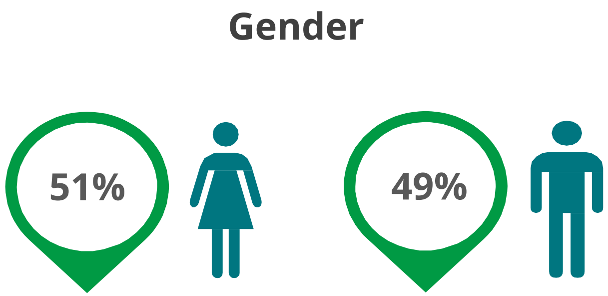
Sample

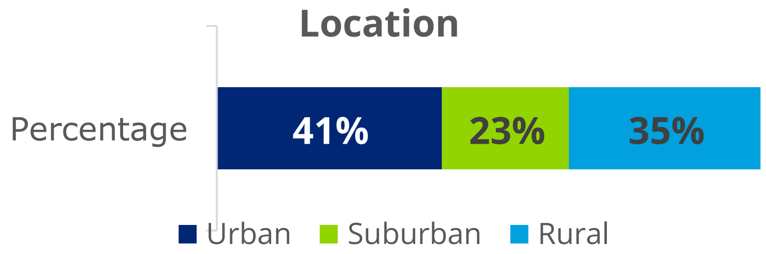
The survey polled a sample of 1,004 consumers in Austria. The survey has a margin of error for the entire sample of +/-3.1%

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 where applicable) via email.







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