



WHAT DIGITAL DRIVERS WANT

VIDEO TRANSCRIPT

Coming soon.

New what digital drivers want research.

The fourth release of what digital drivers want research is coming. This new issue builds on the existing study with an emphasis on digitalization and new engine formats. Based on insights gathered from our studies in 2015-2019, we have a clear perspective on what today's customers prefer when buying a car.

75% say they would go through the entire sales process online. Another 45% say they are not interested in physically attending a workshop or going to a dealer for a service. Exactly half say they are willing to give up car ownership for autonomous mobility solutions.

Two major factors are accelerating these trends: Road to Zero Emissions and Digital Services Expansion.

What does this mean for the future of customer preferences? Stay tuned in the coming months as we explore these factors and what they mean for the mobility industry.

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