GfK Auto Tech Insights

Find out what's driving your market in 2021 and beyond

Four in ten new-car intenders say that in-vehicle technology – from infotainment to EVs – will be "very important" to their next car purchases. Among Luxury buyers, that figure jumps to 6 in 10.

With so much on the line, industry stakeholders need a deeper understanding of the connections between consumers and smart car technology. The just-published 2021 Auto Tech Insights report from GfK’s AutoMobility™ team draws on exclusive research to reveal:

- Most-wanted tech for all intenders and key segments
- Auto brands perceived as leading in tech
- Motivators for and barriers to EV purchase
- Generational differences in car-tech attitudes
- What intenders expect to pay for smart tech
- Concerns about tech-related privacy and security
- Desired in-car interfaces for tech services
- Autonomous vehicle acceptance levels
- White space in auto-tech

GfK is a leader in the automotive research space; its AutoMobility study is based on over 240,000 in-depth interviews each year. The new report also offers a close look at the auto preferences and attitudes of today’s most sought-after consumers – the 18-to-22 age group known as Gen Z.