

# 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.