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Knowledge

## GfK Auto Tech Insights

Find out what's driving your market in 2020 and beyond

Four in ten new-car intenders say that in-vehicle technology – from infotainment to autonomous driving – will definitely influence their next car purchases.

With so much on the line, industry stakeholders need a deeper understanding of the connections between consumers and smart car technology. The just-published 2019 Auto Tech Insights report from GfK's AutoMobility team draws on exclusive research to reveal:

- Most-wanted technologies among intenders
- Auto brands perceived as tech leaders
- 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
- Autonomous vehicle acceptance
- White space in auto-tech

GfK is a leader in the automotive research space; its AutoMobility study is based on over 250,000 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.

**For more information, contact your GfK representative or [marketing@gfk.com](mailto:marketing@gfk.com).**

### GfK Auto Tech Insights Covers

- Infotainment systems
- Autonomous vehicles
- Active safety technology
- Electric vehicles
- Connected vehicles
- Wellness solutions
- Augmented reality (AR)



### About GfK

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media – now and in the future. As a research and analytics partner, GfK promises its clients all over the world “Growth from Knowledge”.