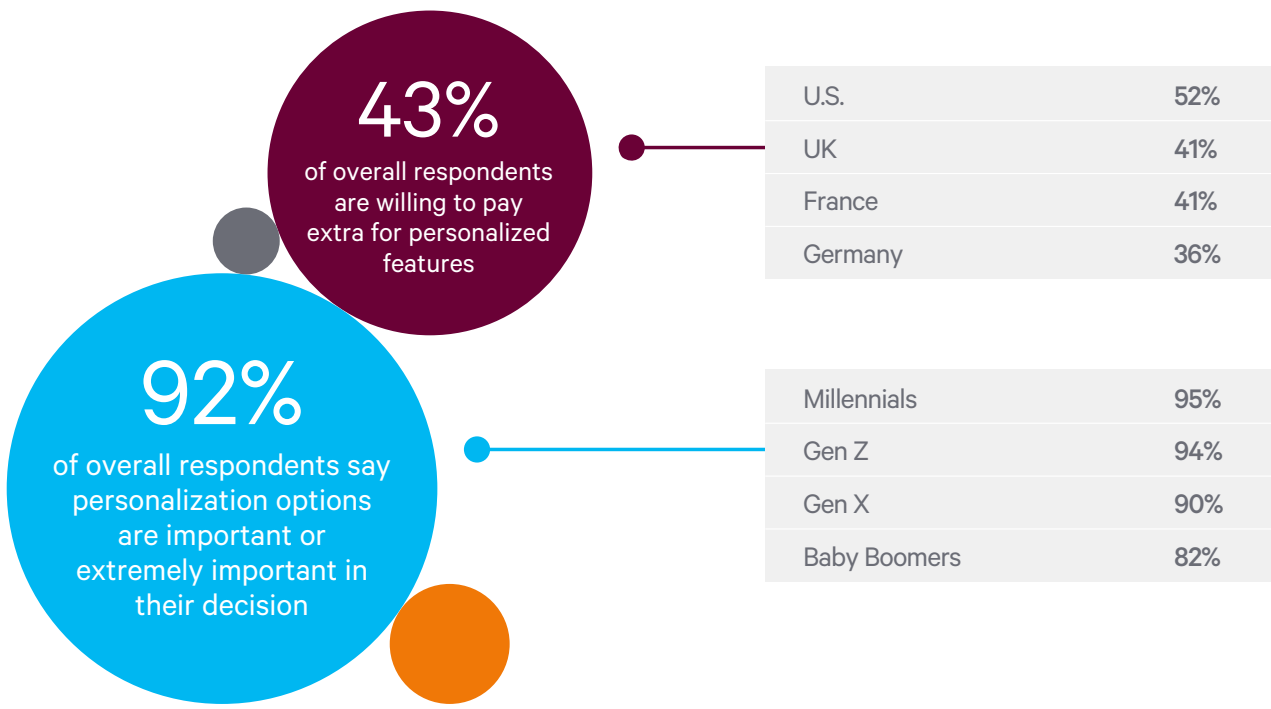


# Automotive Personalization Survey

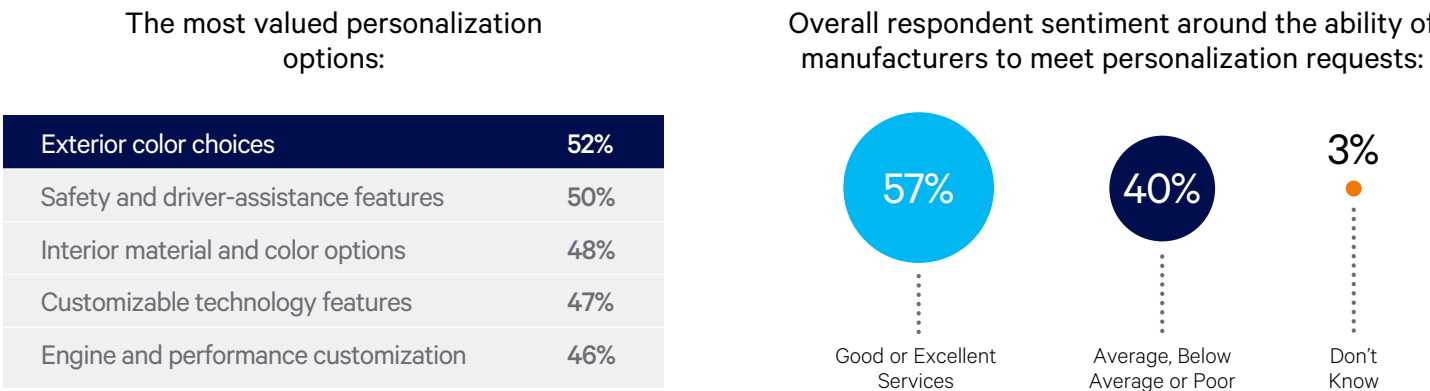
Personalization versus value — where automotive consumers are heading



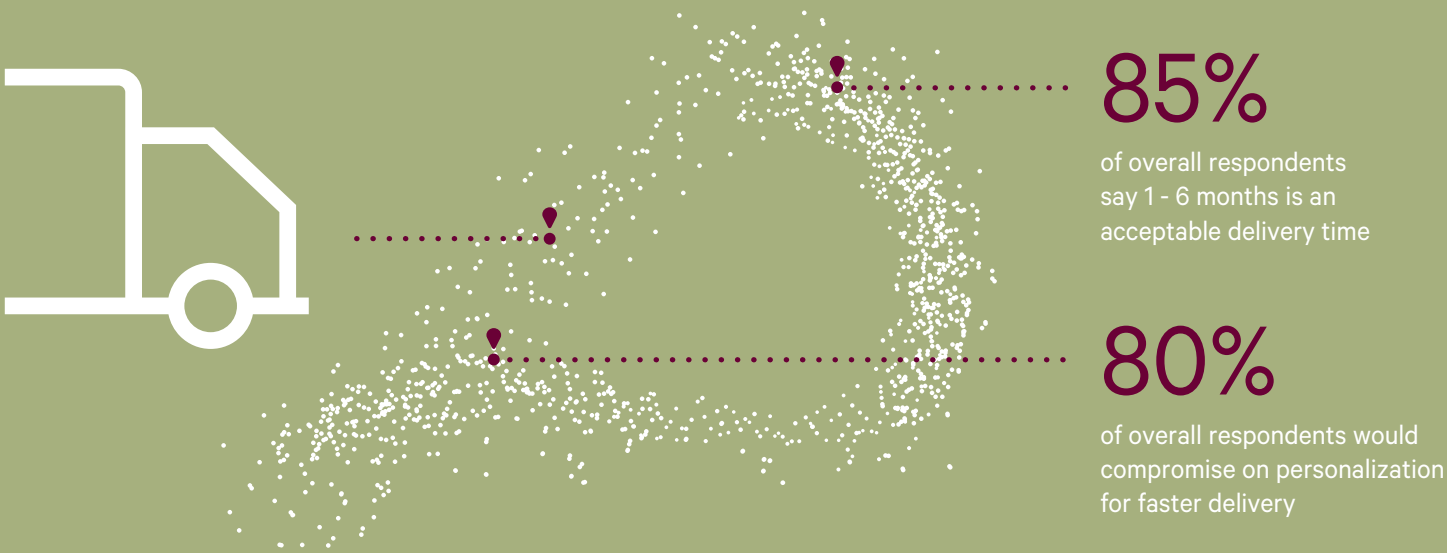
Car buyers prioritize and will pay for personalization



Manufacturers have room to improve personalization offerings

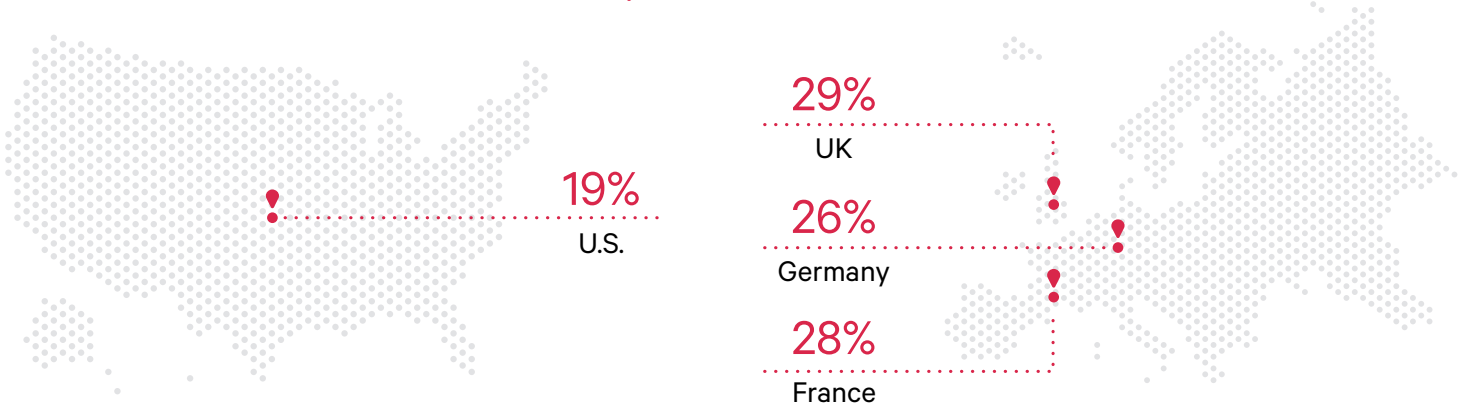


Speed of delivery matters



Attitudes toward sustainability and electric vehicles (EVs) differ between the U.S. and Europe

**25%** of overall respondents see sustainability and EV options as a primary factor in their purchase decision  
**However, the U.S. is an outlier:**



Interest rates influence buying decision — and show a geographic and generational divide

