

# 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

### The most valued personalization options:

Exterior color choices 52% Safety and driver-assistance features 50% 48% Interior material and color options

Overall respondent sentiment around the ability of manufacturers to meet personalization requests:



Customizable technology features	47%
Engine and performance customization	46%

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 Excellent vices

Average, Below Average or Poor

Don't Know

## Speed of delivery matters



# 80%

for faster delivery

## 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:

### 29% UK 19% 26% U.S. Germany

28%

France

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



of overall respondents are likely to compromise on personalization to lower the cost of the vehicle due to high interest rates

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of overall respondents would delay a purchase due to high interest rates

U.S.	38%
UK	36%
Germany	25%
France	23%

of overall respondents would delay a purchase due to high interest rates

90%
85%
75%
57%

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