



Driver Assistance Systems

Take rates and relevance of driver assistance systems for new and used vehicles across the Big 5 European markets France, Germany, Italy, Spain and the UK

Background of Study

- Vehicle manufactures are heavily investing in the development and refinement of driver assistance systems
- Until today it is largely unclear what consumers' perceptions are on this development and which driver assistance systems they find relevant and which not
- EurotaxGlass's and Harris Interactive, an independent UK based research institute, conducted an extensive consumer survey in the Big 5 European markets
- In this study, EurotaxGlass's analyses the consumers responses to determine take-rates and purchase intentions for different driver assistance systems

Questions

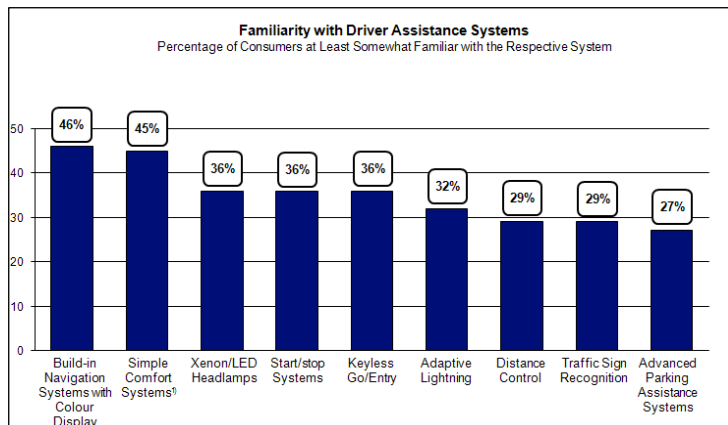
- Which driver assistance systems will dominate the market in the future?
- How do customer perceptions differ by market?
- Do take-rates vary across different vehicle segments?
- What are the consequences?

Addressees of the Study

- OEMs
- OE producers/ suppliers
- Leasing companies
- Dealers

Sample Results

Consumer view on driver assistance systems



Purchase intention of driver assistance systems for new cars

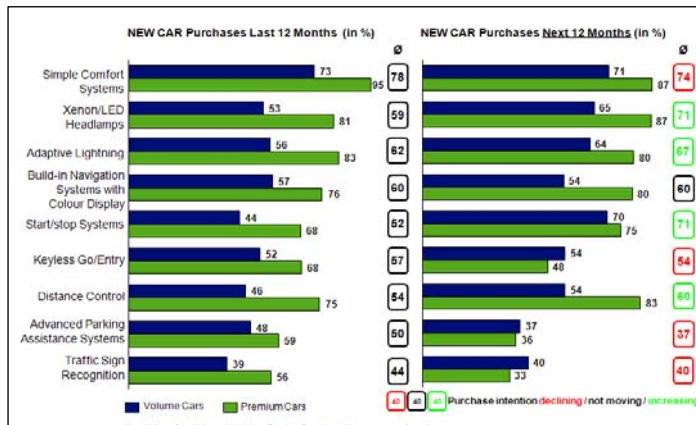


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About EurotaxGlass's International AG & EurotaxGlass's Global Services

- **EurotaxGlass's International AG:** EurotaxGlass's is Europe's leading provider of data, solutions and business intelligence services for the automotive industry. The company is based in Freienbach, near Zurich, Switzerland and operate in 30 countries with 550 employees. For more information please visit our website www.eurotaxglass.com.
- **EurotaxGlass's Global Services:** Global Services advises manufacturers with the aim to establish a sustainable residual value policy and offers studies, analyses and consulting services for a broad range of automotive subjects. The Global Services Division has a long experience of more than 300 Car To Market-Analyses (plus Pre- and Post-Launch consultancy projects) for almost all manufacturers and of more than 40 further consultancy projects in the residual value area. Dedicated Global Services employees work in the European automotive core markets France, Spain, Italy, UK and Germany; in the other countries there are experts from the respective country offices involved in our projects.