



# HARRIS POLL AUTOTECHCAST COVID<sup>SM</sup>

## AUTOMOTIVE INNOVATION DRIVEN BY COVID-19

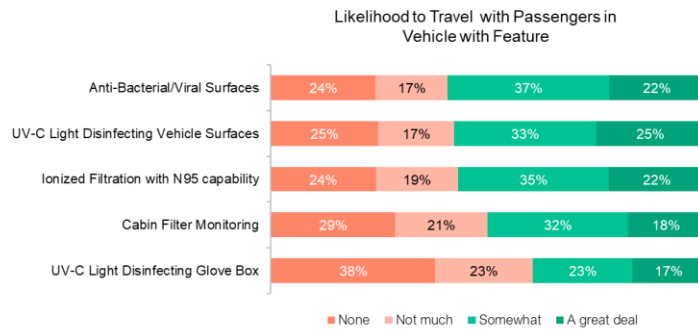
### AUTO TECHNOLOGY IN ACTION TO ASSUAGE COVID-19 CONCERNS

Recently, the automotive industry has played a vital role in promoting the health and wellbeing of consumers with the production of ventilators and masks. Engineers and product teams have been envisioning and designing health and wellness features in vehicles for years, but consumer demand for a healthy, sanitized in-vehicle experience has heightened due to COVID and is likely to linger well beyond a return to a “new “normal”.

The annual Harris Poll AutoTECHCAST study is a trusted, proven resource companies rely on to understand consumer demand and interest in advanced automotive technologies.

Harris Poll leveraged this study to understand consumer demand around 5 key health and wellness technologies under COVID. Insights can help the industry find solutions that guide society back to the freedom of mobility with peace of mind.

Owners Would be at Least Somewhat More Likely to Travel with Passengers if Their Vehicle was Equipped with Sanitary and Cleanliness Features



### AT A GLANCE

- Nationally representative sample of N=1,000 vehicle intenders
- 5 wellness technologies relevant to COVID19 evaluated on standard AutoTECHCAST metrics
- Additional deep dive questions
- Executive Summary of Findings
- \$5,000

### Technologies Explored:

Anti-Bacterial/Viral Surfaces

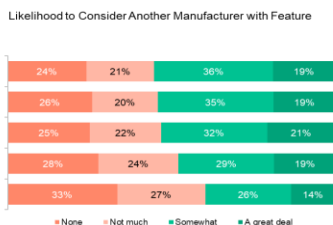
Cabin Filter Monitoring

UV-C Disinfecting Vehicle Surfaces

Ionized Filtration with N95 Capability

UV-C Light Disinfecting Glove Box

A Brand Offering Vehicles with Sanitary and Cleanliness Features Would See an Increase in Consideration



Learn More:

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