

AUTOTECHCASTSM

2022 Advanced Automotive Technologies Report

Entering our **16th** year in sensing consumer opinion trends in emerging automotive features and technologies



TECHNOLOGICAL INNOVATION DRIVES FUTURE SALES GROWTH

Automotive manufacturers and suppliers need to innovate and differentiate to capture new business and build brand equity. Selecting and integrating the right advanced technologies—ones that drive business performance, product differentiation and customer loyalty—is essential.

With cockpit technology as one of the biggest factors in the car-buying process, the annual Harris Poll AutoTECHCAST study provides the automotive industry with an in-depth assessment on a wide range of emerging automotive technologies.

AutoTECHCAST reflects the perspectives of nearly 10,000 current vehicle owners and provides an objective assessment of consumer interest in these technologies for their next vehicle purchase.

FEATURES

AutoTECHCAST measures feature utilization by capturing feedback on each technology's functionality and intended performance. Formulated in coordination with OEM and supplier product experts, deep-dive survey questions probe into product feature demand, technology specification criteria and product layout, and execution data.

HOW TO USE AUTOTECHCAST

Frequently, OEM market planners utilize this data for product content and differentiation analysis. Suppliers also depend on this data to develop product demand forecasts, price point margin analysis and technology validation on highly attractive emerging technologies.

Beyond planning, AutoTECHCAST is a powerful database that many different users access throughout the year to answer unanticipated questions that arise from various business units.

TECHNOLOGICAL AREAS EXAMINED



Autonomous/Semi Autonomous Vehicle



Comfort



Connectivity



Convenience



Driver Assistance



Drive Monitoring and Alerts



Fuel Saving & Alternative Fuel



Usability



Vehicle Monitoring & Security



Visibility

AT A GLANCE

Executive Summary Report with presentation, including several interactive tools enabling users to examine the data by key segments of interest:

Online Dashboard: Access to data visualizations of all 40 technologies allowing filtering, crosstab analysis, and assessment by normative database going back to 2007.

Price-Tolerance Barometer: Consumer pricing sensitivity is measured to understand cost tolerance and price elasticity of each technology and vehicle feature.

Option Packaging Tool (OPT): The "Build Your Own Technology Bundle" tool gives marketers the ability to estimate predicted share of preference (or demand) at various price points for each technology or technology bundle.

KANO Modeling Tool: Products are prioritized and classified by vehicle segments based on the degree to which they will excite vehicle owners.

BEV MAX DIFF Modeling Tool: BEV features are prioritized by what's appealing and concerning to understand what will encourage BEV consideration by vehicle segment.

As well as deeper investigation on consumer attitudes and opinion regarding:

- Alternative Powertrains (BEV, HEV, Fuel Cell)
- Autonomous Vehicles
- Connected Car

LEARN MORE

For more information contact your Harris Insights & Analytics representative at 1.585.943.8091.