WHAT AUTO EXECS ARE SAYING ABOUT THE INDUSTRY

In a study conducted by KPMG International, executives from leading automotive companies were polled on various aspects of the evolving industry now through 2030. The following stats reflect the study's findings.

KEY TRENDS

→ Electric vehicles
  - 50% say battery electric vehicles are the #1 trend
  - 47% say fuel cell electric vehicles are the #2 trend
  - 44% say hybrid electric vehicles are the #3 trend
→ Connectivity
→ Mobility services / Ride sharing
→ Self-driving cars

KEY INDUSTRY DISRUPTORS

1st: Financial crisis
2nd: Oil price volatility
3rd: Raw material cost

KEY REGIONS

By 2030...

→ 65% believe that <5% of global car production will come from Western Europe
→ 56% say China will be a higher growth market - likely to reach a 40% market share
→ U.S. will be a key market to launch new data driven business models

KEY PURCHASING CRITERIA*

1st: Data privacy and security
2nd: Active driver assistance
3rd: Zero emission/ electric mobility

* Consumer purchasing criteria predicted by auto execs

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