

Cross-Country Study on Autonomous Driving

From driver to passenger: How motorists would use the time gained in a 'robo-vehicle' and how much they would pay for it



Study Information

A total of 2,500 motorists were surveyed from the relevant automobile markets: China, the USA, Japan, Germany and France; 500 respondents per country.

Sleeping and relaxing takes first place amongst the usage options

46.6%



Sleeping and relaxing

39.8%



Entertainment

38.2%



Eating and drinking

36.4%



Working and being productive

23.2%



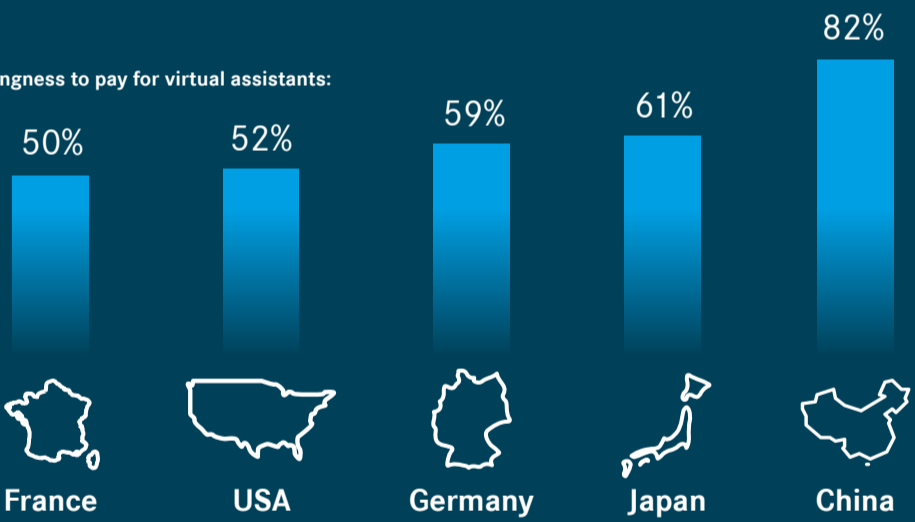
Beauty, wellness and fitness

In the case of car journeys with **more than two people**, 'entertainment' moves to the forefront, followed by 'eating and drinking'.

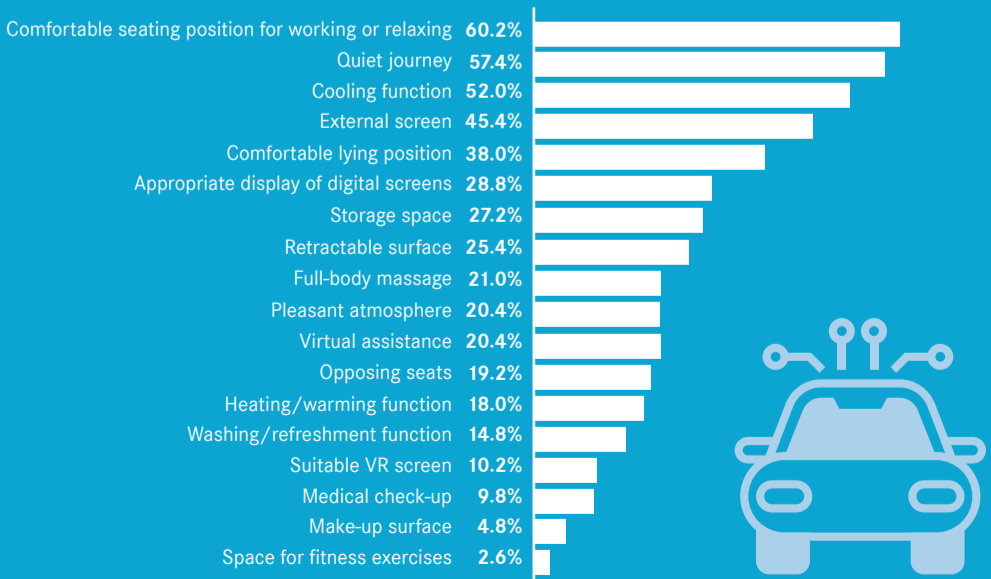
In the case of **long business trips** and commuting to work, 'working and being productive' takes prime position.

Willingness to pay for virtual assistants that provide digital support for passengers' desired leisure activities, with results compared across countries

Willingness to pay for virtual assistants:



Extras desired by German participants in their 'robo-vehicle'



Source: Horváth & Partners, Fraunhofer Institute for Industrial Engineering IAO, study "Enabling the Value of Time - Implications for the Interior Design of Autonomous Vehicles" (2018)