salesforce

Connected Cars
and the Data Exchange

Today's cars are internet-connected devices on wheels. While few drivers are familiar with the term "connected cars," most are willing to exchange personal data for their benefits.

65%
of drivers don't know what a 'connected car' is

66%
of drivers don't have or aren't using connected car features*

Not All Connected Car Features Have Equal Value

Features Drivers Are **Most** Likely to Pay A Premium For

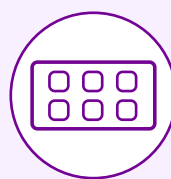1. Driver-assist features
2. Touchscreen controls
3. Wi-Fi
4. Connected smartphone app

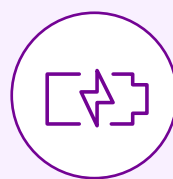More Likely — Less Likely

Features Drivers Are **Least** Likely to Pay A Premium For

1. In-car apps, gaming or video features
2. Electric or hybrid powertrain
3. Over the air (OTA) updates to upgrade car software
4. Apple CarPlay/Android Auto

Less Likely — More Likely

Data is a Driver's Currency To Unlock Personalized Experiences

67% of drivers are willing to trade personal data for better insurance rates

43% of drivers are willing to trade personal data for advanced driver personalization

36% of drivers are willing to trade personal data for enhanced personal safety features

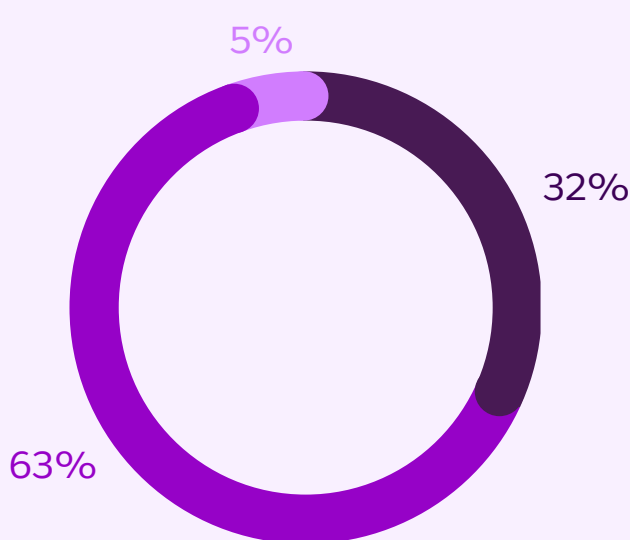## Most Drivers Comfortable With Opt-In Data Collection

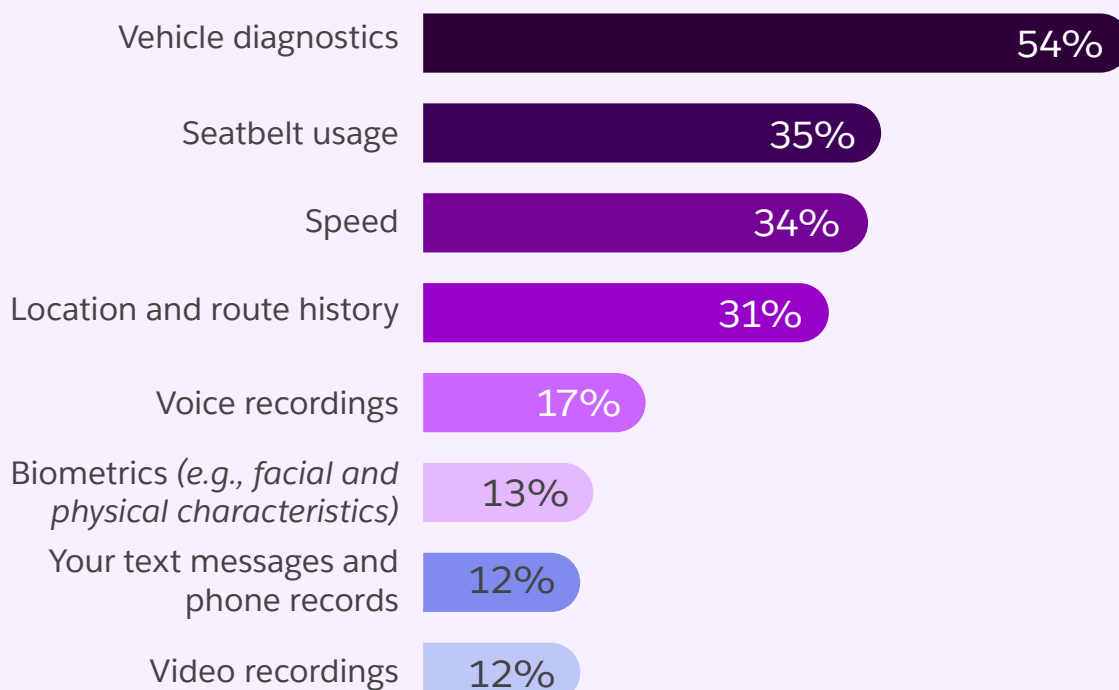- Car companies should not allow any personal data collection
- Car companies should collect personal data, but only if drivers opt-in
- Car companies should collect personal data without restrictions

5%
32%
63%

Drivers Give Green Light For Vehicle Data Collection, Not Snooping on Conversations or Biometrics

Vehicle diagnostics — 54%
Seatbelt usage — 35%
Speed — 34%
Location and route history — 31%
Voice recordings — 17%
Biometrics (e.g., facial and physical characteristics) — 13%
Your text messages and phone records — 12%
Video recordings — 12%

salesforce