

Chapter #1

All the mobility shifts answering new consumer needs...

Because global consumers needs are evolving quickly, new ways of mobility have appeared and are continuing to expand.

Economy

Inflation and cost have had a major impact on the life of 50% of global consumers

Ecology 51% make significant

efforts to limit the impact of their lifestyle on the environment 32% are ready to pay more to adopt a more

Safety & health

48% are more reluctant

to use public

transportations options

now than before Covid sustainable lifestyle,

Practical

Consumers need fully flexible access to transport, and want to avoid the worries associated to car ownership (parking, threat or theft or damage)

Electric vehicle 58% would be likely to take

an electric or hybrid car if they had to change theirs

New mobility 49% have already experienced car-

sharing and peer to peer solutions

62% would definitely / probably consider replacing their second car with a mobility solution

Micro mobility 47% have already experienced

self-service bike rental solutions

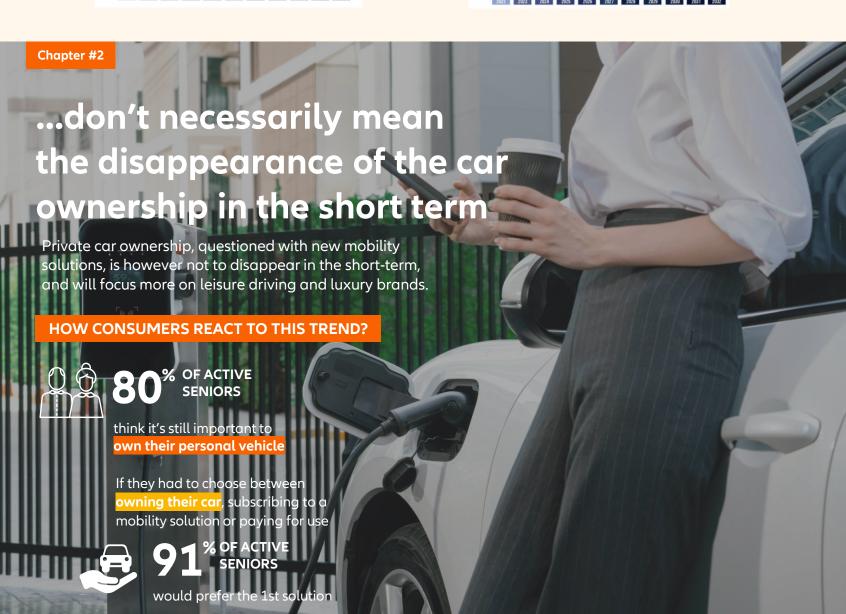




PRECEDENCE ELECTRIC MOBILITY (E-MOBILITY) MARKET SIZE, 2022 TO 2032 (USD BILLION)



MOBILITY AS A SERVICE MARKET SIZE, 2022 TO 2032 (USD BILLION)



In-car wellness

The car is seen as a safer space than public transport. Car manufacturers are continuing to introduce ambient lighting, visuals and soundscapes to aid mental wellbeing behind the wheel.

HOW CONSUMERS REACT TO THIS TREND?



are more reluctant to use than before the pandemic



think there is nothing more important than health

are devoted to their comfort, and 32% of them rank Comfort as #1 premium feature worth paying more for (far beyond other features)

Connected cars

Chapter #4

5G will enhance the connectivity of vehicles, making every aspect of the connected car faster and more efficient, and making fully

autonomous vehicles on public streets a realistic prospect. However, connected cars are seen as quite vulnerable to hacking, viruses or malware. **HOW CONSUMERS REACT TO THIS TREND?**

OF YOUNG



advances and devices that permit them to always stay connected.

are highly interested in <mark>technological</mark>



fear their connected vehicle may be geolocated or spied.

Providing an excellent roadside assistance customer journey to end customers is now a must-have to increase loyalty. Some important



allows them to always be connected.

RSA customer journey

with cutting-edge technology which

think it's important to have a car



criteria are to be kept in mind. **HOW CONSUMERS REACT TO THIS TREND?**



from drivers dealing with a vehicle breakdown every 9 seconds



CAR OWNERS prefer to have access to assistance services by phone, Vs 16% on an

OF EUROPEAN

App, or 11% by instant messaging



are willing to pay more money to have a <mark>quality service</mark>

