



What the automotive industry should know about consumers in the age of connected vehicles – HERE and SBD whitepaper

December 21, 2015

Berlin, Germany – In a joint whitepaper published today ahead of CES 2016, HERE and SBD encourage the automotive industry to embrace the evolving mobility preferences of the ‘connected driver’ as they think about their next generation of products and services. The authors argue that as we quickly approach the age of connected vehicles, it is imperative for the industry to develop forward-looking product development strategies that create a more personalized driving experience in which vehicle connectivity creates informed and efficient mobility, and embraces the car’s new position as part of the broader transportation and Internet of Things network.

“Connected drivers have greater mobility options than ever before. It is our hope that vehicle planners at all levels of production recognize that connected cars must be perceived by consumers as a natural, and complementary, extension of their digital lifestyles,” said co-author of the study Jeffrey Hannah of SBD. “The automotive industry has this moment in time to fully embrace the challenges and opportunities presented by the future connected driver.”

The authors detail in the whitepaper titled, “Drivers decide who wins the connected car race” an innovative, attitude-based approach to consumer segmentation instead of traditional methods that heavily rely on socio-demographics. For example, the technology and transportation preferences of a city dwelling 25 year old male with a modest income, and a 55 year old female with a high income, are far more similar than if you compared these individuals to their demographic counterparts living in a suburban or rural setting. Their findings represent a comprehensive analysis of The HERE Connected Driver 2015 study, which was commissioned by the company to better understand how the world of mobility is changing, and how these changes impact consumer behavior.

“The attitudes of a consumer are often times the most accurate predictor of future behavior, especially during times of turbulent market change. Preferences and attitudes are rather stable - what I enjoy, what is important for me changes rather slowly. To best serve the buyers of connected cars in the future, the automotive industry must work to deeply understand their attitudes today,” said the co-author of the study Dora Heinkel of HERE.

The HERE-SBD whitepaper provides rich insights into mobility preferences and behavior, defining six consumer segments measured against two key dimensions: affection for cars and driving, and affection for technology. The authors also provide a number of key recommendations, including the need for the automotive industry to acknowledge the growing number of transportation options available to consumers; increase the deployment of relevant, real-time information to drivers; and strengthen the feedback loop between consumers and automakers to ensure the ‘connected driver’ is front of mind before, during, and after the vehicle sale.

During this year’s CES show in Las Vegas, Nevada, attendees are encouraged to stop by the HERE booth, [located](#) in the Central Plaza, to experience first-hand an interactive presentation of the whitepaper’s findings.

The whitepaper can be downloaded [here](#). You can also read an interview with the authors and learn more about the whitepaper’s findings on [HERE 360](#).

**Media Enquiries:**

HERE Communications

<https://company.here.com/newsroom/contacts/>

Email: press@here.com

About HERE

HERE is a leader in mapping and location technology. We enable rich, real-time location applications and experiences for consumers, vehicles, enterprises and cities. HERE is backed by a consortium of leading automotive companies. To learn more about us, including our work in the areas of connected and automated driving, visit <http://360.here.com>.

About SBD

SBD is a world-leading knowledge partner to the global automotive industry, providing intelligence, evaluation and strategy to support the development of better connected, more secure and safer vehicles. To learn more visit <http://www.sbd.co.uk>.