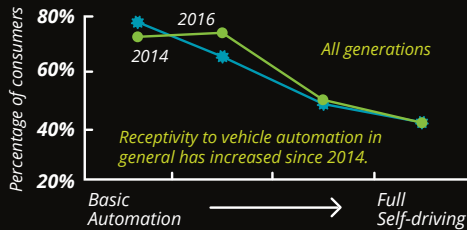


## How do South African consumers feel about the latest in-vehicle technologies?

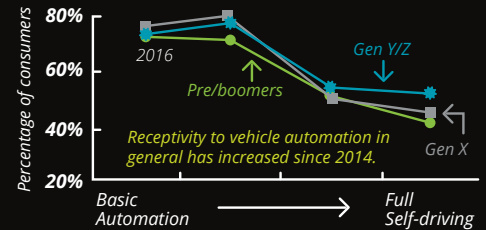
Deloitte's Global Automotive practice has been exploring consumers' evolving automotive and mobility preferences since 2009. Our sixth Global Automotive Consumer study which surveyed a sample size of 1250 respondents, reveals interesting insights into how consumers in the South African market feel about rapidly evolving in-vehicle technologies when compared to other countries around the globe. For more information about our automotive reports please visit: [www.deloitte.com/za](http://www.deloitte.com/za)

South African consumers are showing resistance to assisted driving features...

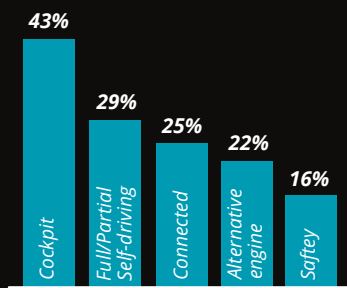


How do South African consumers feel about in-vehicle technologies?

...but, Gen Y/Z consumers in South Africa are the most receptive to assisted driving features



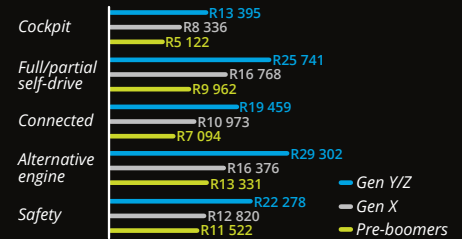
Most South African consumers are unwilling to pay extra for in-vehicle technologies...



Percent of South African consumers unwilling to pay more for various technologies

How much are South African consumers willing to pay for these technologies?

...but South Africa's Gen Y/Z consumers say they will pay more than other generations



How much more, on average, South African Gen Y/Z generations consumers are willing to pay

**2x** more on average vs Pre-boomers

South African consumers who trust traditional manufacturers to bring self-driving technology to market

**49%**

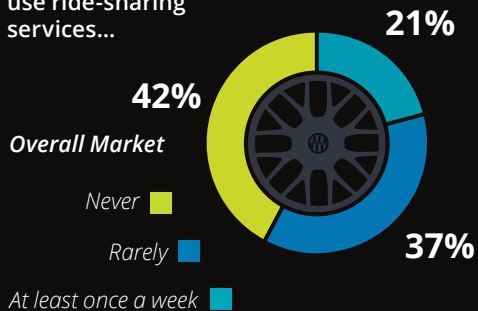
Features deemed most useful by South African consumers...

...but, **TRUST** needs to be earned

**51%**

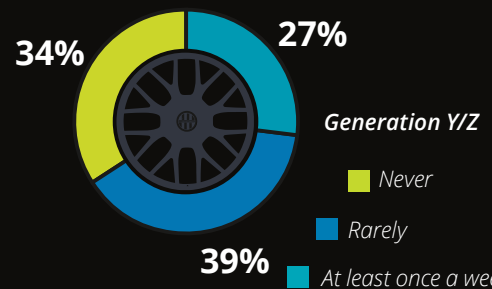
South African consumers who would most trust non-traditional players to bring self-driving technology to market

Although most consumers in South Africa never or rarely use ride-sharing services...



At least once a week

...27% of Gen Y/Z consumers regularly use ride-sharing services



At least once a week

**60%** of South African consumers who use ride-sharing services do so for personal trips

**42%** of young South African consumers who regularly use ride-sharing also question their need to own a vehicle in future

Year of birth for various Generations  
- Pre-boomers: Before 1964; Gen X:1965-1976; Gen Y/Z:1977 and later



Download our Global Deloitte Automotive app on iOS or Android smart device to discover more on these insights. Search for **Driven by Deloitte**.