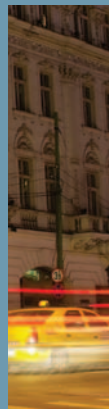
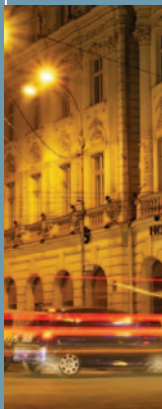


# AUTOTECHCAST<sup>SM</sup> – EUROPE



## Advanced Automotive Technologies Assessment EUROPEAN CONSUMER ACCEPTANCE of ADVANCED AUTOMOTIVE TECHNOLOGIES

### INSIGHTFUL MARKET INTELLIGENCE POWERED BY THE HARRIS POLL<sup>®</sup>

In the ultra-competitive automotive industry, vehicle manufacturers and suppliers require actionable market intelligence to capture new business and achieve cutting-edge technological advantages. Understanding European consumer preferences for emerging automotive technologies is a critical element in accurate strategic planning and near-term market assessment tasks.

Based upon nearly 12,000 consumer responses, Harris Interactive's AutoTECHCAST Europe annual study provides automotive industry firms with an in-depth assessment of over sixty emerging automotive technologies including consumer based technology familiarity, purchase consideration, product differentiation and purchase price sensitivity analyses. All European vehicle segments are represented across France, Germany, Italy, Spain and the United Kingdom.

Frequently, OEM market planners utilize this data for product content and differentiation analysis. Supplier marketers also depend on this data to develop product demand forecasts, price point margin analysis and technology validation on highly attractive emerging technologies.



**DO CONSUMERS REALLY WANT THIS TECHNOLOGY?**

**WHAT ARE THEY WILLING TO PAY FOR THIS PRODUCT?**

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## Advanced Automotive Technologies Assessment EUROPEAN CONSUMER ACCEPTANCE of ADVANCED AUTOMOTIVE TECHNOLOGIES

### TRUSTED, RELIABLE CONSUMER-BASED DATA AND ANALYSIS ON EMERGING TECHNOLOGIES

AutoTECHCAST Europe provides an objective, independent assessment of consumer familiarity with these advanced technologies and their likelihood of purchase during their next vehicle acquisition. Since 2005, AutoTECHCAST Europe has provided accurate historical tracking data on each of these important metrics to measure changes in consumer reaction over time. Consumer pricing sensitivity is measured to understand cost tolerance and price elasticity of each technology and vehicle feature.

### DRIVING INFORMED DECISIONS ON VEHICLE FEATURE OPTIMIZATION

AutoTECHCAST Europe also captures consumer-based feedback on each technology's functionality and intended performance to measure feature utilization. Formulated in coordination with OEM and supplier product experts, deep-dive survey questions probe into product feature demand, technology specification criteria and product layout and execution data.

Utilizing our innovative Internet-based survey design, AutoTECHCAST Europe features a "build your own vehicle" exercise to provide consumers the ability to configure vehicle option packages within a pre-determined "budget" range. This tool provides valuable feature prioritization information, as well as offer deep insight into feature price sensitivity.

### FLEXIBLE PLATFORM FOR EVALUATING NEW TECHNOLOGIES, FEATURES AND CONCEPTS

AutoTECHCAST Europe also provides the unique ability for automotive industry firms to insert proprietary technologies into our standard survey platform. This provides proprietary insight for new product developers and strategic planners.



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