

# THE CONNECTED CAR IS ON ITS WAY

But what do consumers think about the new mobility era? We asked over 7,000 people from the UK, France, Germany and the USA to find out...

## TRUST IN DRIVERLESS CARS: THE DILEMMA

36%

Confident driverless cars will be mainstream in 10 years' time

47%

Currently concerned about driverless car hacking

58%

Currently don't trust driverless cars

## ANTICIPATED FEATURES



22% enthusiastic about better entertainment



26% Comfortable using a smartphone as a car key



31% want downloadable updates to add new features



39% want to use biometric authentication to unlock their car



40% keen on real time driver performance info



58% Keen on live information about parking spaces



65% desire protection against thieves



66% keen on real time traffic info

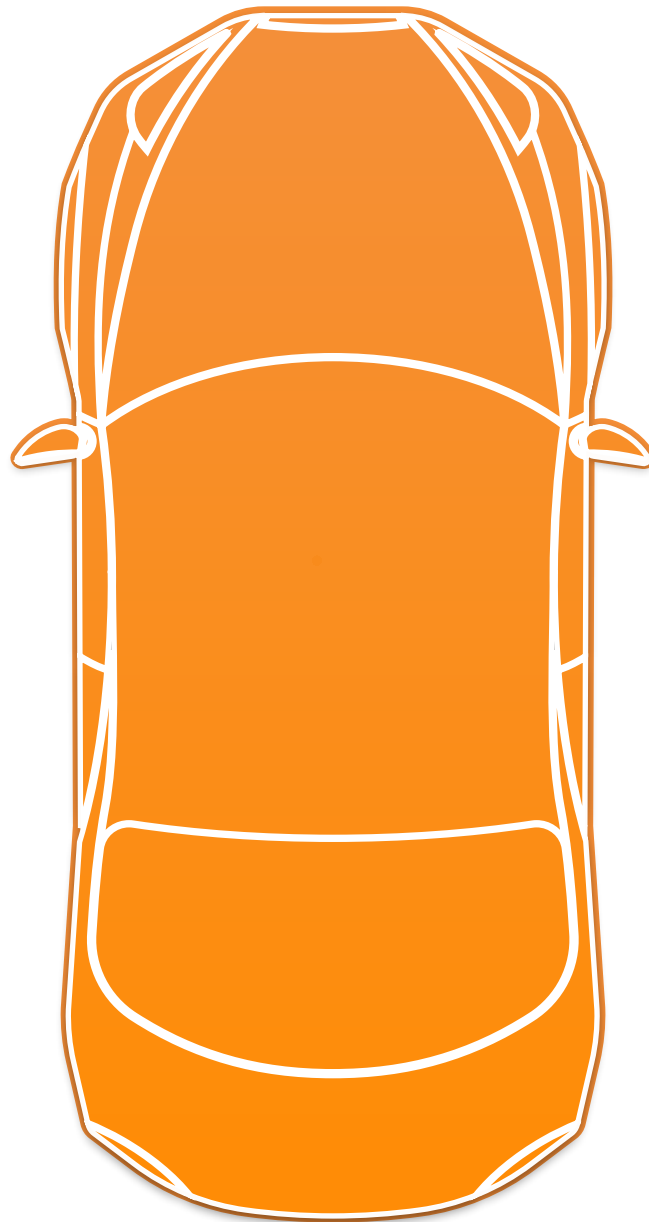
## BENEFITS & CONCERNS

17%

think connected cars would save them money

23%

think increased connectivity would save time



15%

only 15% trust manufacturers to handle data

47%

feel worried about hackers

## CONNECTED CARS IN THE SHARING ECONOMY

Consumer priorities when renting a connected car

37%

save money

37%

easy to drive

18%

save time

28%

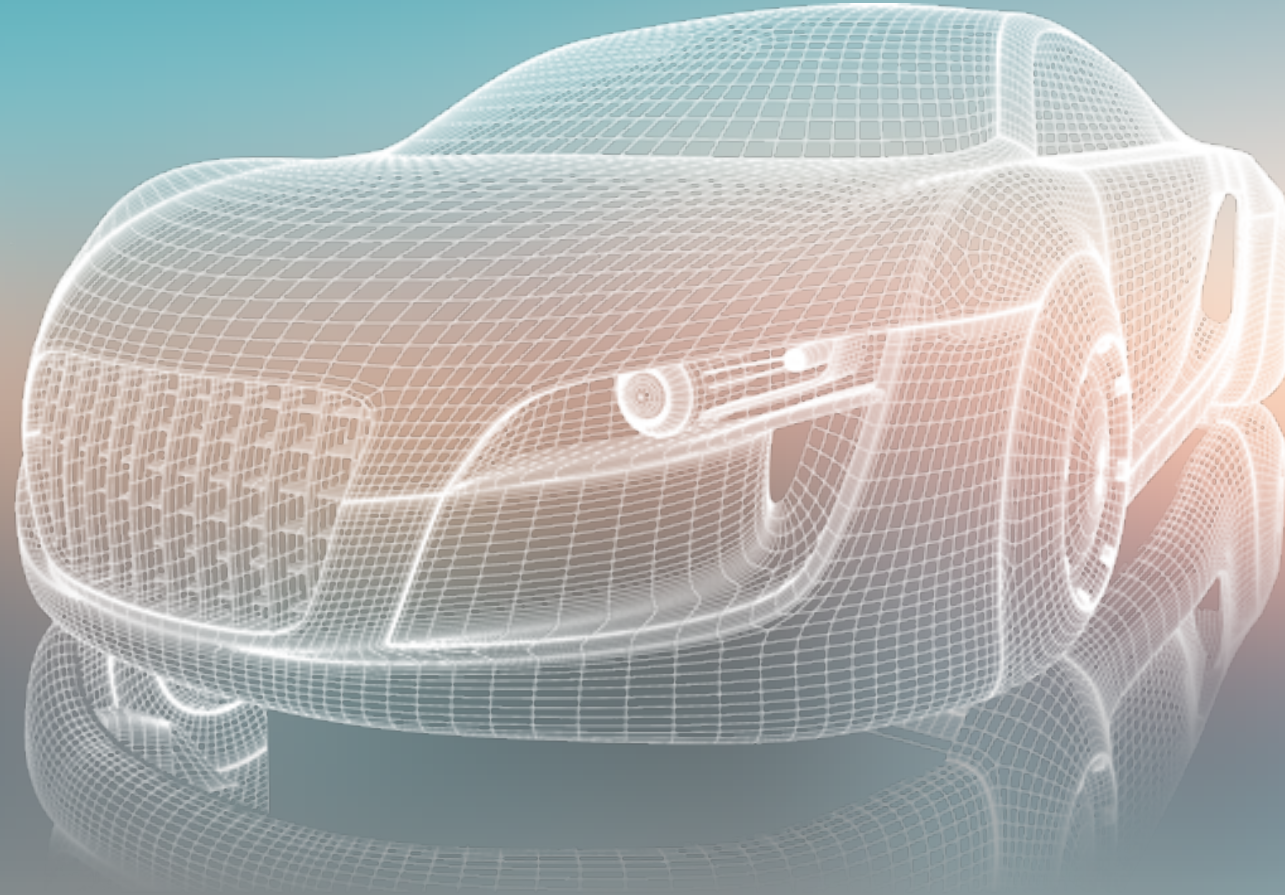
WiFi privacy

14%

flexible connectivity to smart devices

32%

secure WiFi access



## REGIONAL DIFFERENCES

### USA

- 31% think it's fairly likely driverless cars will be mainstream in 10 years
- 30% are excited about better in-car entertainment
- 68% are excited about connected cars' ability to protect against thieves

### UK

- 29% think driverless cars being mainstream in 10 years' time is not at all likely
- 34% are currently worried about hackers gaining control of connected cars
- 58% are excited about connected cars' ability to protect against thieves

### GERMANY

- 23% think it's very likely driverless cars will be mainstream in 10 years
- 42% are currently concerned about hackers gaining control of connected cars
- 59% are excited about connected cars' ability to protect against thieves

### FRANCE

- 42% think it's likely driverless will be mainstream in 10 years
- 49% are currently concerned about hackers gaining control of connected cars
- 56% are excited about connected cars' ability to protect against thieves

## WHAT IT MEANS:

The automotive industry is witnessing a profound paradigm shift, the likes of which haven't been seen since the introduction of the first motorized vehicles in the early 1900s. The Internet of Things and connected car technology have the potential to change driving forever, but this survey shows there is still work to be done.

Consumers are excited by the new features enabled by the connected car, but security concerns have to be addressed

Driverless cars are expected to be commonplace in 10 years' time, and we need to build the trust for users

Automotive stakeholders and Mobility Services providers need to develop security strategies to connect and authenticate users

Gemalto is a leading provider of security, authentication and lifecycle management solutions for the new mobility ecosystem.

For more information, please visit: [www.gemalto.com](http://www.gemalto.com)

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security to be free