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## The autonomous car: drivers believe in it

**71% of motorists believe that 100% autonomous cars will be a reality in 10 years.**

The evening before the Consumer Electronics Show 2018 in Las Vegas, L'Observatoire Cetelem published the results of a quantitative survey on the autonomous car and the connected car taken by 10,600 drivers across the world (15 countries).

### The autonomous car? Soon a reality for cars.

**55% of people surveyed stated that they were interested in using an autonomous car (61% of those were aged under 30), and 71% thought that it would become a reality in 10 years' time.** In China, 92% of people believe in it and 69% in France, compared to just 49% in Germany. It must be highlighted that although drivers generally believe that the autonomous car will become a reality, **only 35% would be ready to pay the higher price to own one (22% of the French population compared to 78% in China).**

### Almost one out of every two motorists would be happy to buy a Google Car or an Apple Car

**48% of motorists stated that they would be ready to buy a Google Car or an Apple Car,** with Chinese drivers in the lead on this statistic with 92% stating themselves as ready. Only 39% of those surveyed in the US were ready, while France and Germany brought up the rear (33% and 32%). Although this figure of 48% is high, it has decreased compared to 2016, when 55% of people surveyed stated that they were ready to take the plunge (source: L'Observatoire Cetelem de l'Automobile 2016).

However, **we see that traditional car manufacturers retain the highest legitimacy for a move towards these new vehicles (60% of drivers believe they are the most legitimate).**

### The connected car: stuck between concerns and expectations of people's safety

The connected car worries drivers. **82% believe that it will be costly, 78% that it will be only for technophiles, and 55% of people surveyed worried about the use which could be made of the collected data.** Respect for personal lives is an important issue, much more so than the loss of the pleasure of driving (38% of those surveyed worry about it).

Furthermore, **83% of drivers expect from the connected car an improvement in the safety of people in it first and foremost, before economy (62%) and comfort while driving (37%)**

But the autonomous car will be a connected car...

## **Methodology**

An international study undertaken across 15 countries - Belgium, Brazil, China, France, Germany, Italy, Japan, Mexico, Poland, Portugal, South Africa, Spain, Turkey, the United Kingdom and the United States. In total, more than 10,600 owners of cars purchased new or second-hand over the last five years were surveyed on CAWI by Kantar TNS. These individuals, aged between 18 and 65 years, were drawn from a national sample representative of each country. The representativeness of the sample is ensured by the quota method (gender, age). 3,000 interviews were conducted in France, 1,000 in Spain and 500 in each of the other countries.

## **L'Observatoire Cetelem**

L'Observatoire Cetelem is an economic study and observation unit, set up in 1985 and directed by Flavien Neuvy. Every year, several studies concerning the world's automotive markets and household consumption in Europe are published. Present in 24 countries - Austria, Belgium, Brazil, Bulgaria, the Czech Republic, China, Denmark, France, Germany, Hungary, Italy, Japan, Mexico, Norway, Poland, Portugal, Romania, Slovakia, Sweden, South Africa, Spain, Turkey, the United Kingdom and the United States - L'Observatoire Cetelem has become a reference and a privileged partner for major players in the car industry and the consumer sectors with whom it maintains permanent relations. [www.observatoirecetelem.com](http://www.observatoirecetelem.com) | [@obs\\_cetelem](https://twitter.com/obs_cetelem)

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