

Precise and concise

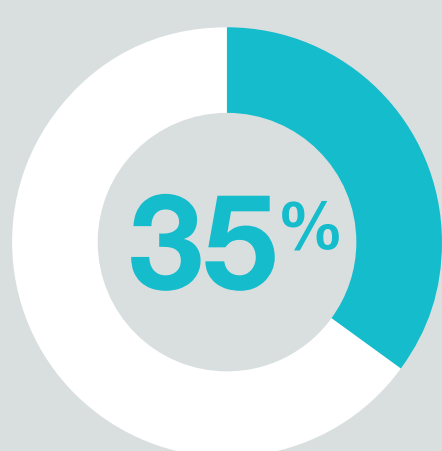
This is what drivers look for in their digital co-driver

Is this the future virtual automotive assistant?



Recognition

“Good to see you...”



35% would prefer a biometric solution (face or voice recognition) rather than traditional car keys to identify them

Learned knowledge



35%

want their car to remember their individual preferences on the road



39%

drivers want their car to learn their preferred routes

“I remember...”

Proactive information



26%

want their car to remember their behaviour, including individual preferences for types of cuisine, prices, off street parking etc.

“Did you know...”

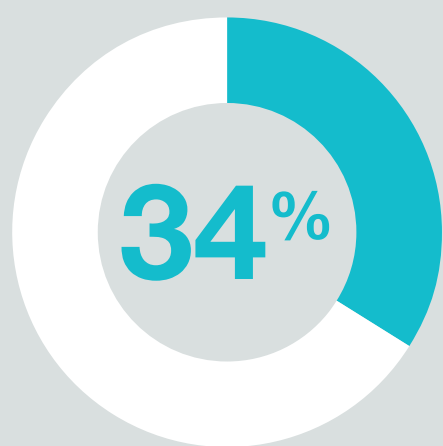


41%

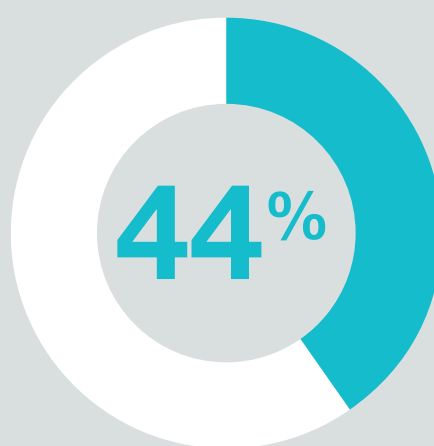
would like support when planning travel and journeys

Alerts

“Please note that...”



34% want their car to warn them, if they're not expected to reach the destination on time for an event.



44% want their car to help them deal with in-car diagnostics. For example, to report issues, and help them understand new car features.

Observe.
Learn. Apply.



65%

would like their automotive assistant to learn from them and their past behaviour to deliver a better user experience.

This is no longer a futuristic vision.

With artificial intelligence, this potential becomes reality.