2023 Global Automotive Consumer Study

Key Findings: FRANCE

January 2023

Contents

From September through October 2022, Deloitte surveyed more than 26,000 consumers in 24 countries (including 1,006 respondents in France) to explore opinions regarding a variety of critical issues impacting the automotive sector, including consumer interest in electric vehicle (EV) adoption, brand perception, and advanced technologies. The overall goal of this annual study is to answer important questions that can help companies prioritize and better position their business strategies and investments.

1	**The shift to EVs is happening, but is it moving fast enough?**	43% of consumers would prefer an electrified vehicle when they are next in market as they look to lower their operating costs. However, there are a variety of challenges standing in the way, including affordability, range anxiety, charging time, and the lack of public charging infrastructure.
2	**An unintended benefit of the vehicle inventory crisis**	Product quality still tops the list of factors driving consumer decisions when it comes to which vehicle brand to buy, but expectations regarding the acceptable length of time to wait for delivery may be starting to stretch out as a lasting by-product of the inventory crisis, potentially opening the door to a new “build-to-order” paradigm.
3	**Dealers engender significant trust among consumers**	When asked who they trust most, surveyed consumers point to their selling or servicing dealer, signaling the important role dealers have in building and maintaining customer relationships on a solid foundation of transparency and empowerment.
4	**Subscriptions to connected vehicle services could be a challenge**	Consumer interest in connected vehicle features that provide updates regarding vehicle maintenance, road safety, and traffic congestion are relatively high, but respondents would much rather pay for connected technologies on a per use basis or as part of the upfront cost of the vehicle compared to a subscription.

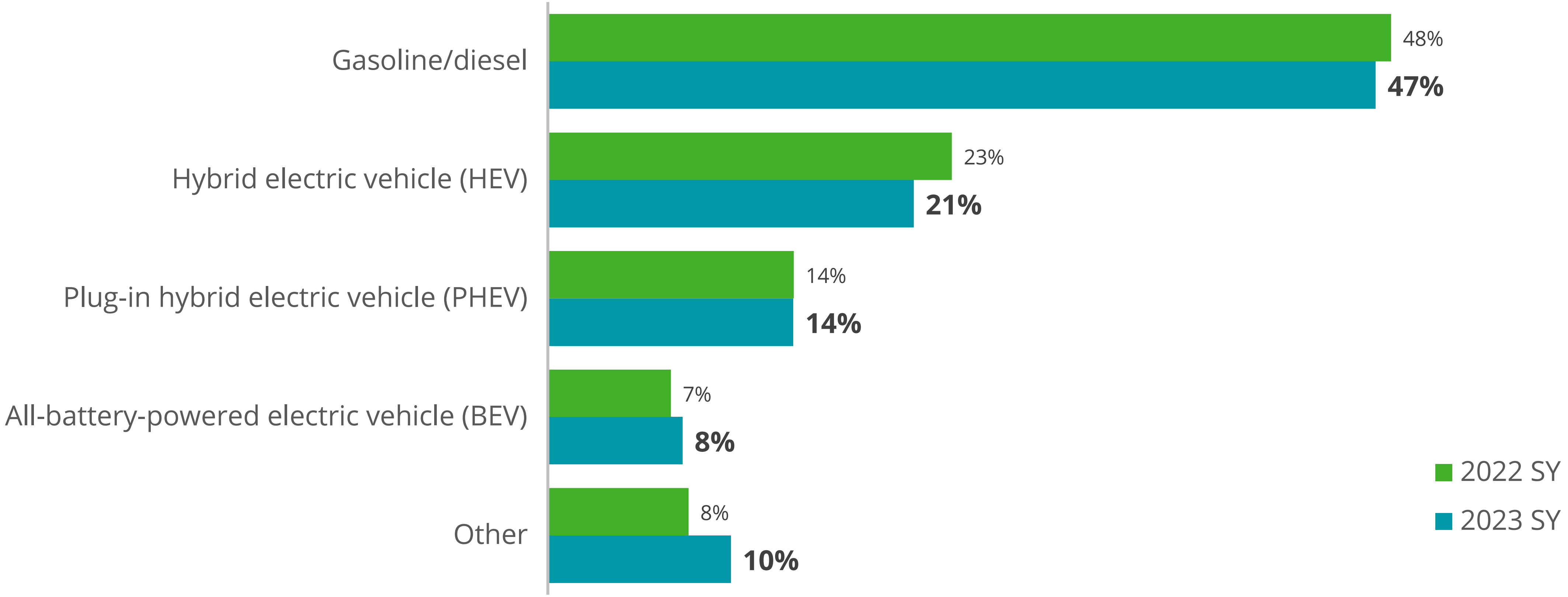
Note: Sum of the values for a few questions in the following slides may not add to 100% due to rounding.

1

Vehicle electrification

The needle is moving away from fossil fuels as 43% of consumers would prefer an electrified vehicle next, but are we moving fast enough to align with carbon emissions reduction targets?

Preference for type of engine in next vehicle



Note: Other includes vehicles with engine types such as compressed natural gas, ethanol, and hydrogen fuel cells; don't know responses weren't considered.

Q40. What type of engine would you prefer in your next vehicle?

Sample size: n= 749 [2022]; 730 [2023]

FRANCE

The draw for EVs continues to center on the consumer perception that fuel costs will be significantly lower, outweighing the concern for climate change.

Top 5 reasons for choosing an EV for next vehicle

#1
Lower fuel costs

#2
Government incentives

#3
Less maintenance

#4
Concern about climate change

#5
Better driving experience

Q41. Please rank the following factors in terms of their impact on your decision to acquire an electrified vehicle (highest to lowest).

Sample size: n= 310

FRANCE

A large majority of both ICE and EV intenders are expecting to pay less than €50K for their next vehicle, signaling a potential affordability risk given ever-increasing transaction prices.

Preferred price ranges for next vehicles

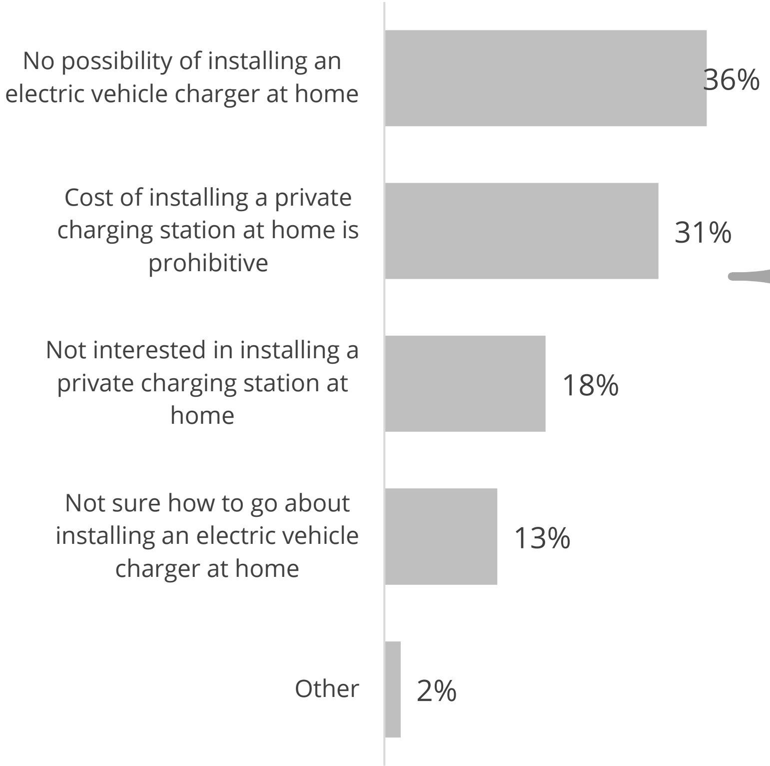
	Overall	ICE Intender	EV Intender
Less than €10,000	14%	21%	6%
€10,000 to less than €15,000	17%	21%	14%
€15,000 to less than €30,000	37%	38%	36%
€30,000 to less than €50,000	20%	14%	31%
	89%	93%	87%
€50,000 to less than €75,000	4%	2%	7%
€75,000 or more	1%	0%	2%
Don't know/not sure	6%	5%	4%

Q39. In which of the following price ranges will you be shopping for your next vehicle? (Please indicate what you would expect to pay after any discounts and/or incentives that might be available.)

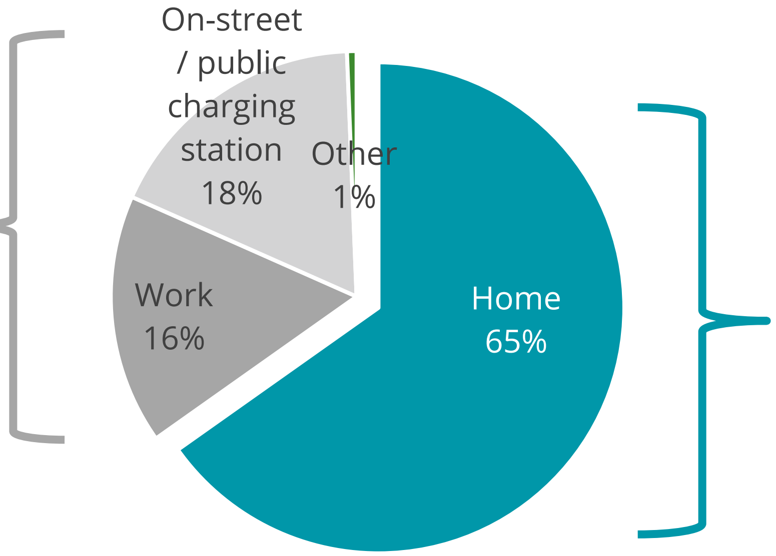
Sample size: [Overall] n= 857; [ICE intender] n= 344, [EV intender] n= 310

Most EV intenders plan to charge their vehicle at home by connecting to a regular power grid. Those not intending to charge at home cite installation issues and high installation costs, opening the door for finance providers to offer solutions.

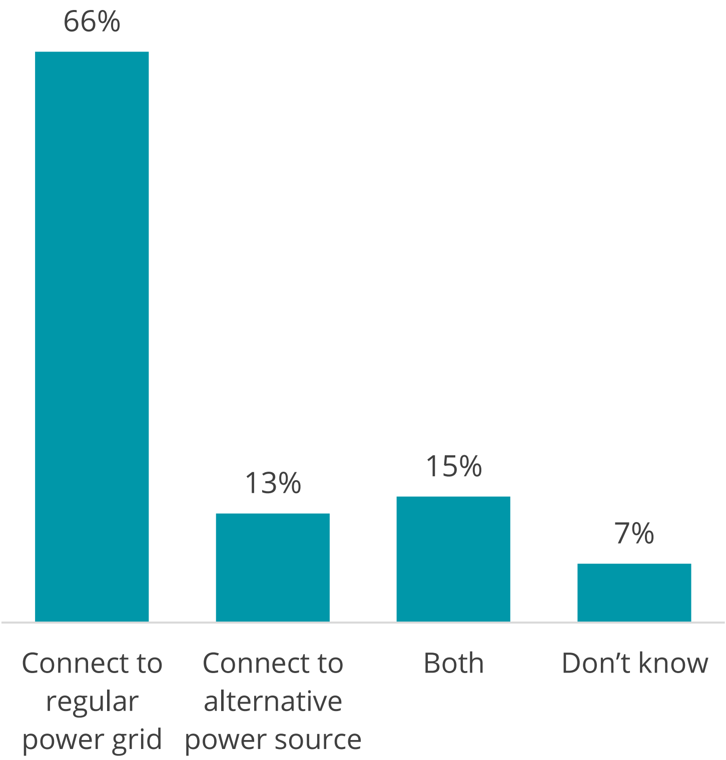
Reasons for not charging an electrified vehicle at home



Expecting to charge electrified vehicle most often at…



Intending to charge electric vehicles at home using…



Q43: Where do you expect to charge your electrified vehicle most often?; Q44: How do you intend to charge your electrified vehicle at home?; Q45: What is the main reason you do not intend to charge your electrified vehicle at home?

Sample size: n= 158 [Q43]; 103 [Q44]; 55 [Q45]

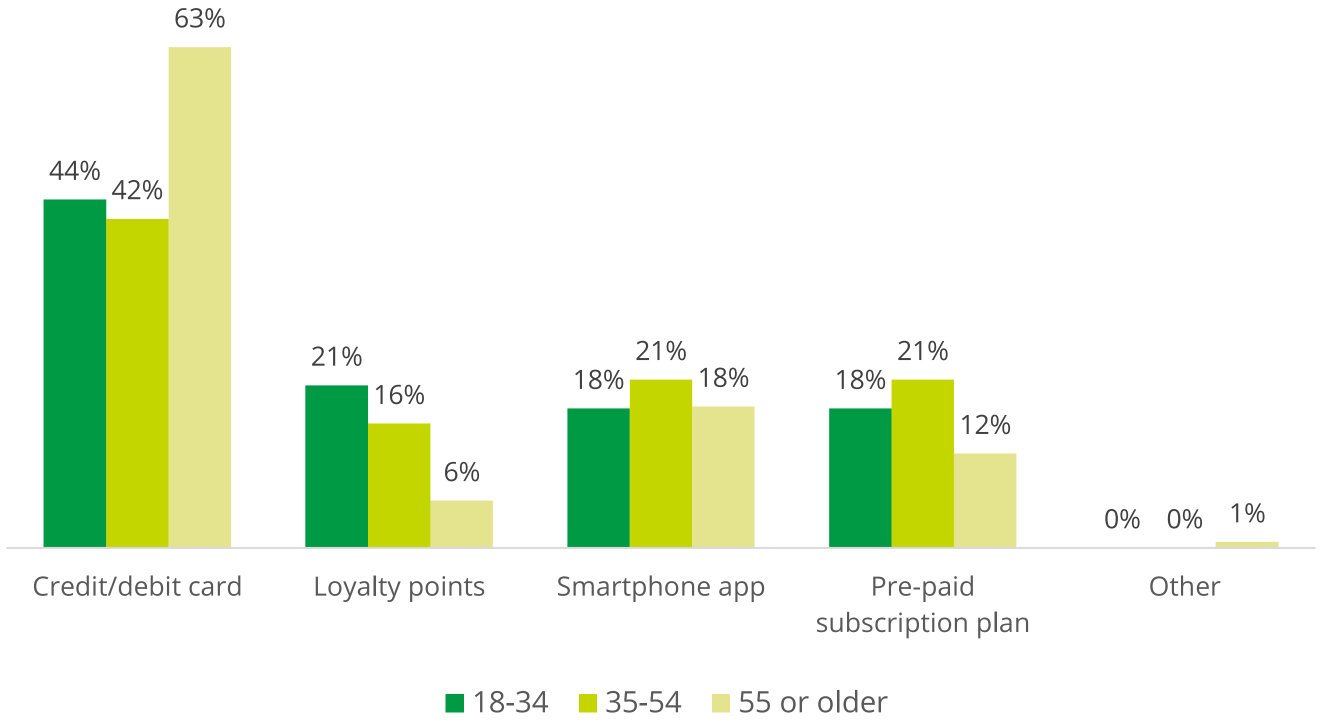
Across all age groups, consumers would prefer to pay for public EV charging via credit/debit card payments, signaling the need for standardizing the public charging experience to maximize utility and convenience.

Most preferred way to pay for public EV charging

Overall

Credit/debit card	52%
Smartphone app	19%
Pre-paid subscription plan	16%
Loyalty points	13%
Other	0.3%

By age category

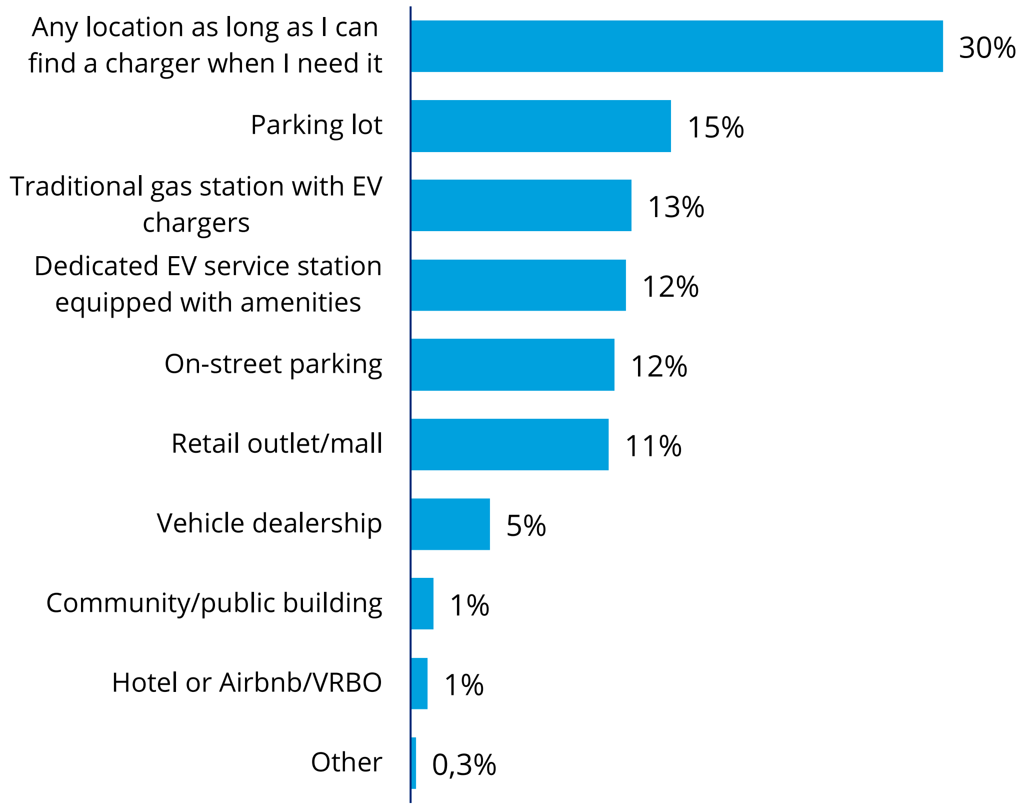


Q49: How would you most prefer to pay for public EV charging?

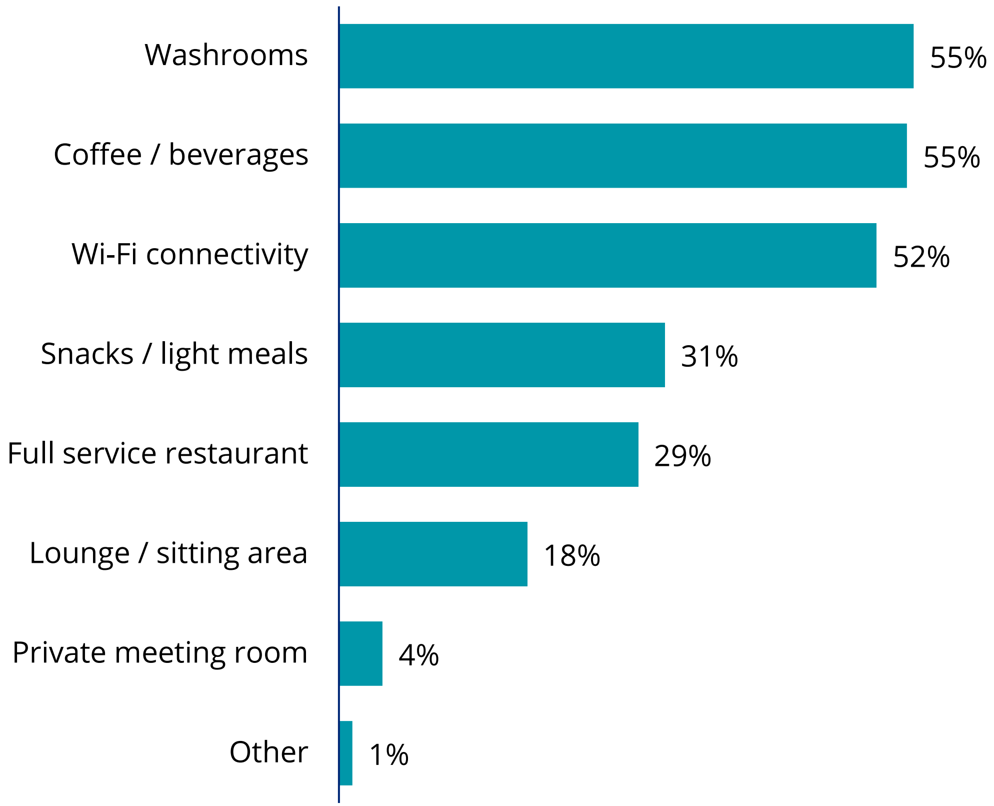
Sample size: n=310 [Overall]; 68 [18-34], 108 [35-54], 134 [55+]

Overall, consumers want the convenience of an available charger whenever they need it while preferred amenities while charging an EV include restrooms, beverages, and Wi-Fi connectivity.

Public locations that the consumers would prefer to charge their EV when they are away from their home



Type of amenities that the consumers want to have access to while their vehicle is charging at a public location



Note: Sum of the percentages in the right-side chart exceed 100% as respondents can select multiple options

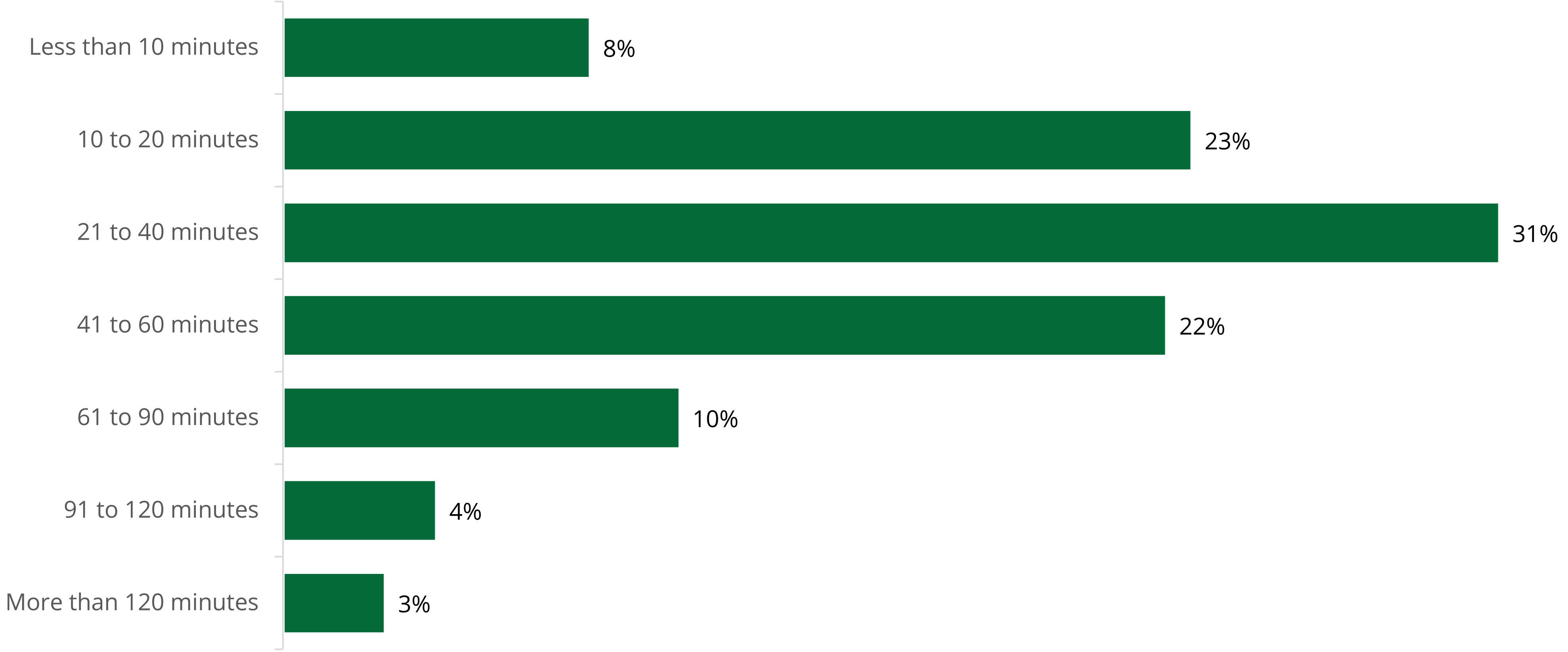
Q46: Which of the following public locations makes the most sense to charge your EV when you are away from home?
Q48: What type of amenities would you want to have access to while your vehicle is charging at a public location?

Sample size: n= 310 [Q46]; 310 [Q48]

FRANCE

More than half (54%) of surveyed consumers would wait between 10 and 40 minutes for their vehicle to charge from empty to 80% at a public charging station, challenging conventional wisdom that matching the fossil fuel experience is “table stakes”.

Expected wait time to charge an EV at public charging stations from empty to 80%



Q47: How long would you expect it to take to charge your EV from empty to 80% at a public charging location?

Sample size: n= 310

FRANCE

More than 4 in 10 consumers looking to purchase a new BEV are concerned about the residual value of the vehicle.

Percentage of consumers who are concerned about the resale/residual value of an all battery-powered electric vehicle (BEV)

	Overall	New vehicle intender	Used vehicle intender
Not concerned	30%	28%	40%
Neutral	29%	28%	27%
Concerned	41%	44%	33%

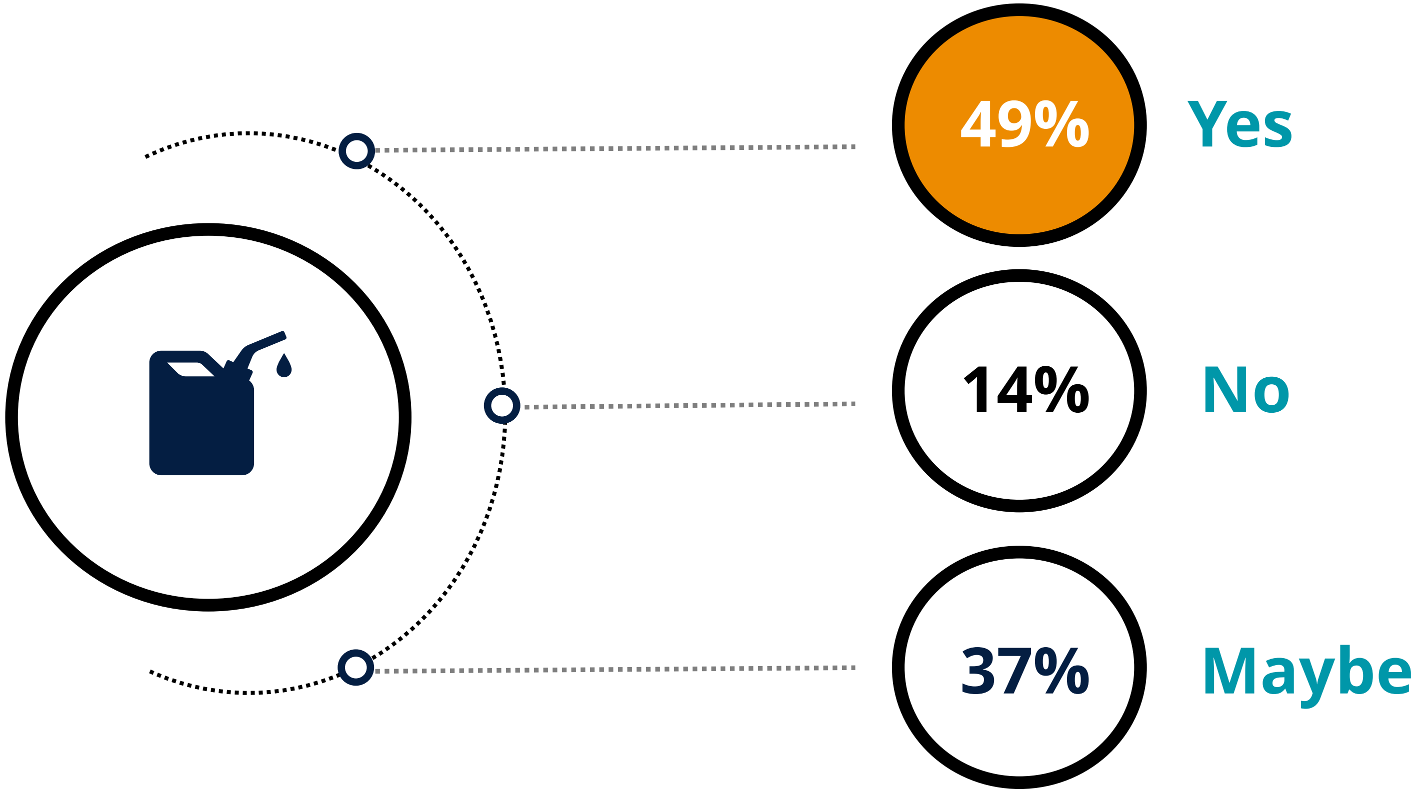
Note: Used includes nearly new/certified pre-owned and other used vehicles.

Q50: To what extent are you concerned about the resale/residual value of an all battery-powered electric vehicle?

Sample size: n= 56 [Overall]; 39 [New vehicle intender]; 15 [Used vehicle intender]

Half of consumers would rethink their decision to purchase an EV if an environmentally sustainable, synthetic combustion fuel was available.

Percentage of consumers who would rethink an EV purchase if an environmentally sustainable, synthetic fuel alternative was available for traditional (ICE) engines

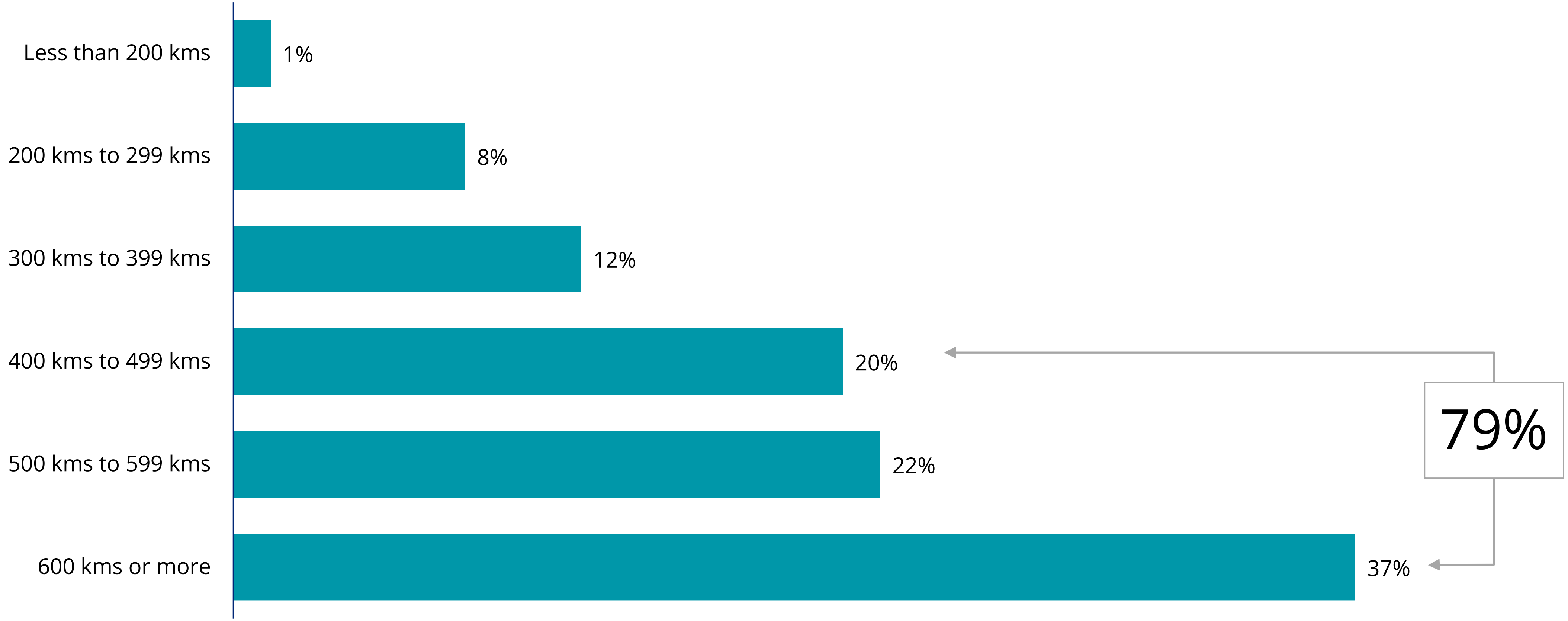


Q42: In a scenario where an environmentally sustainable, synthetic fuel alternative (i.e., carbon-neutral gas) that would work in traditional internal combustion engines was readily available, would you rethink your decision to purchase an EV?

Sample size: n= 310

8 in 10 non-BEV intenders would require a fully charged BEV to have a driving range of at least 400 kilometers in order to consider one as a viable option for their next vehicle.

Consumer expectations regarding BEV driving range

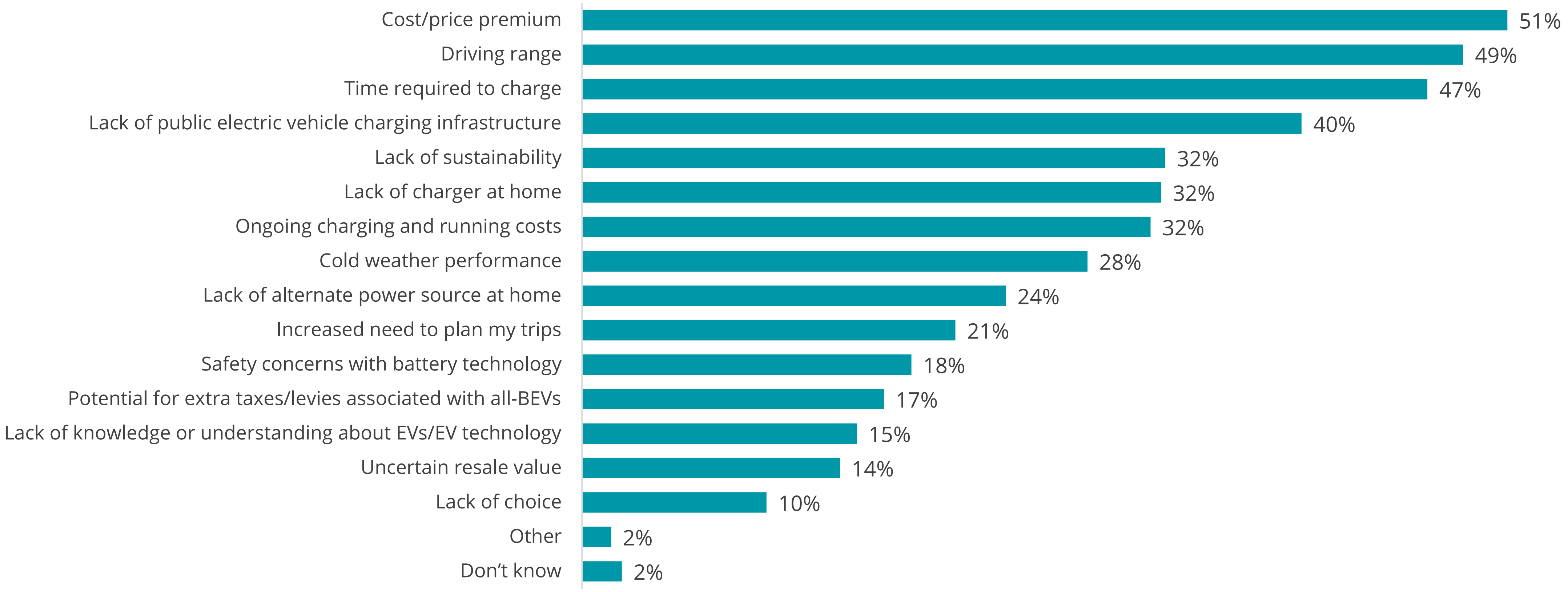


Q52: How much driving range would a fully charged all-battery electric vehicle need to have in order for you to consider acquiring one?

Sample size: n= 801

Half of surveyed consumers cite cost as the biggest hurdle to BEV penetration, underlining the need to address elevated input costs (e.g., critical minerals for battery production).

Greatest concern regarding all battery-powered electric vehicles



Note: Sum of the percentages exceed 100% as respondents can select multiple options.

Q51: What are your biggest concerns regarding all battery-powered electric vehicles? Please select all that apply.

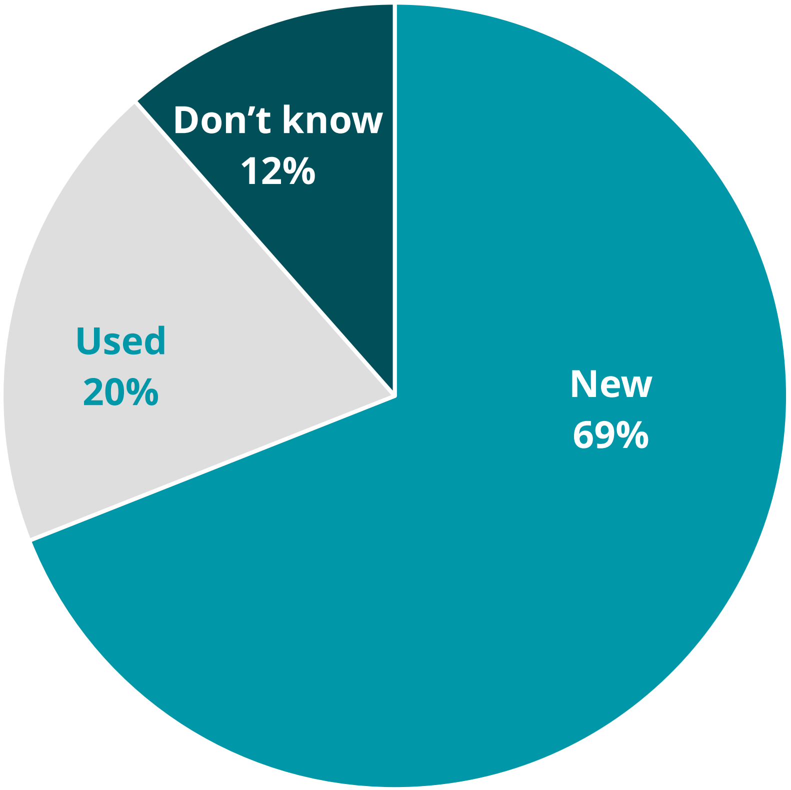
Sample size: n= 857

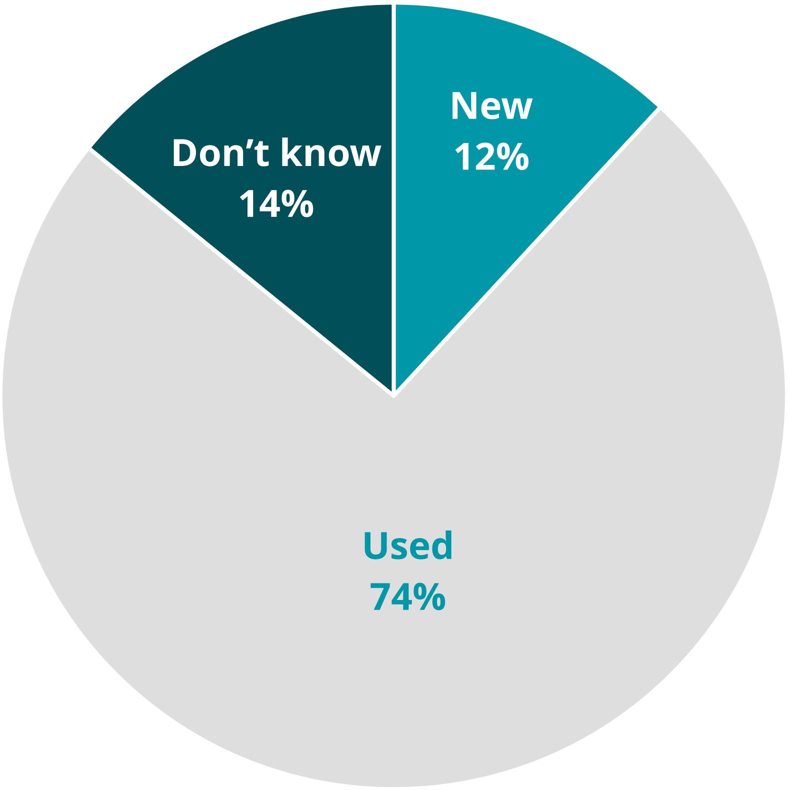
2

Future vehicle intentions

7 in 10 owners who acquired their current vehicle new intend to buy a new vehicle again while only 1 in 10 people who acquired their vehicle used said the same.

Next vehicle type by current vehicle type



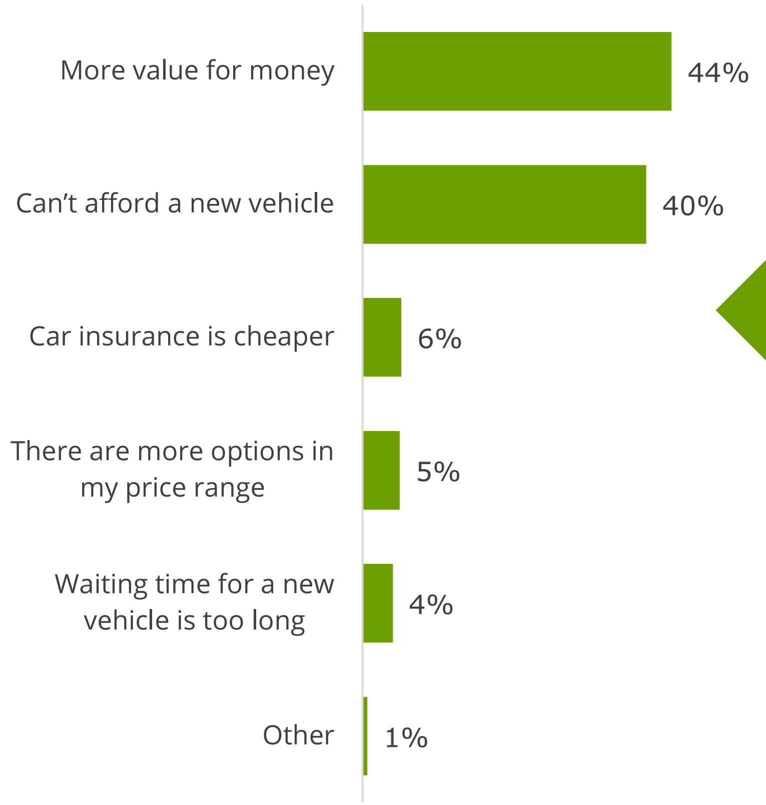


Q30. Will your next vehicle be new or used?

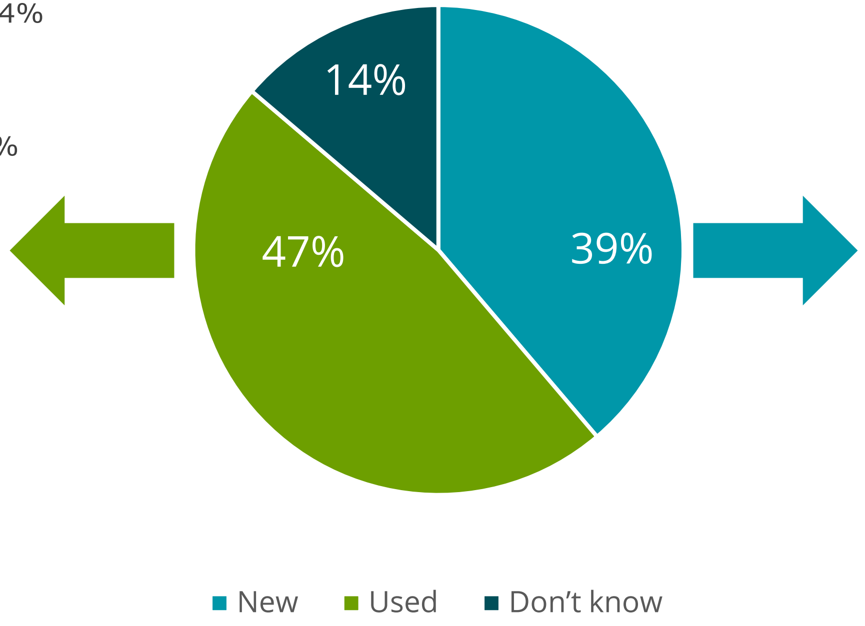
Sample size: n= 400 [New], 396 [Used]

Manufacturer warranty and reliability are the primary reasons for choosing a new vehicle. Those planning to buy used cite value for money and affordability as the main reasons.

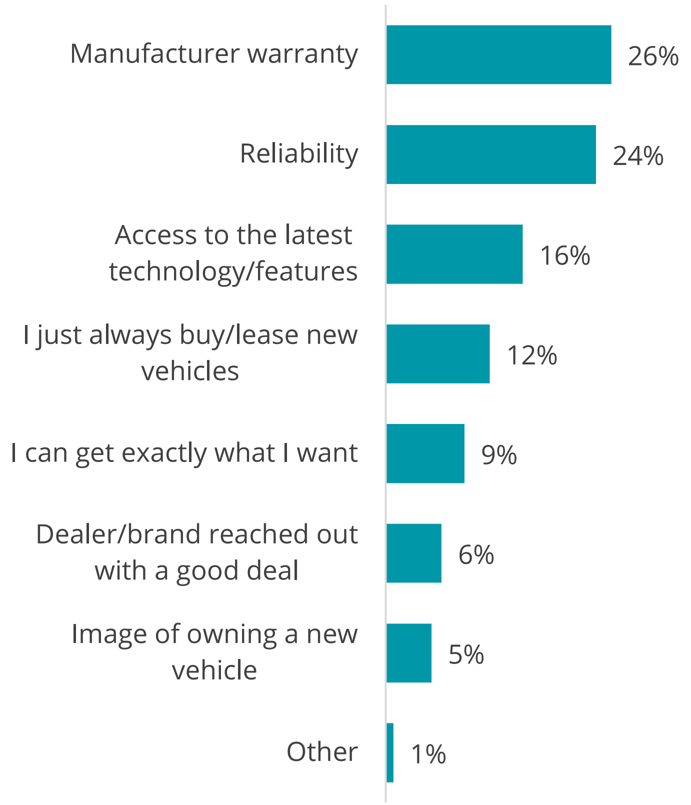
Reasons for choosing used vehicle



Kind of next vehicle



Reasons for choosing new vehicle



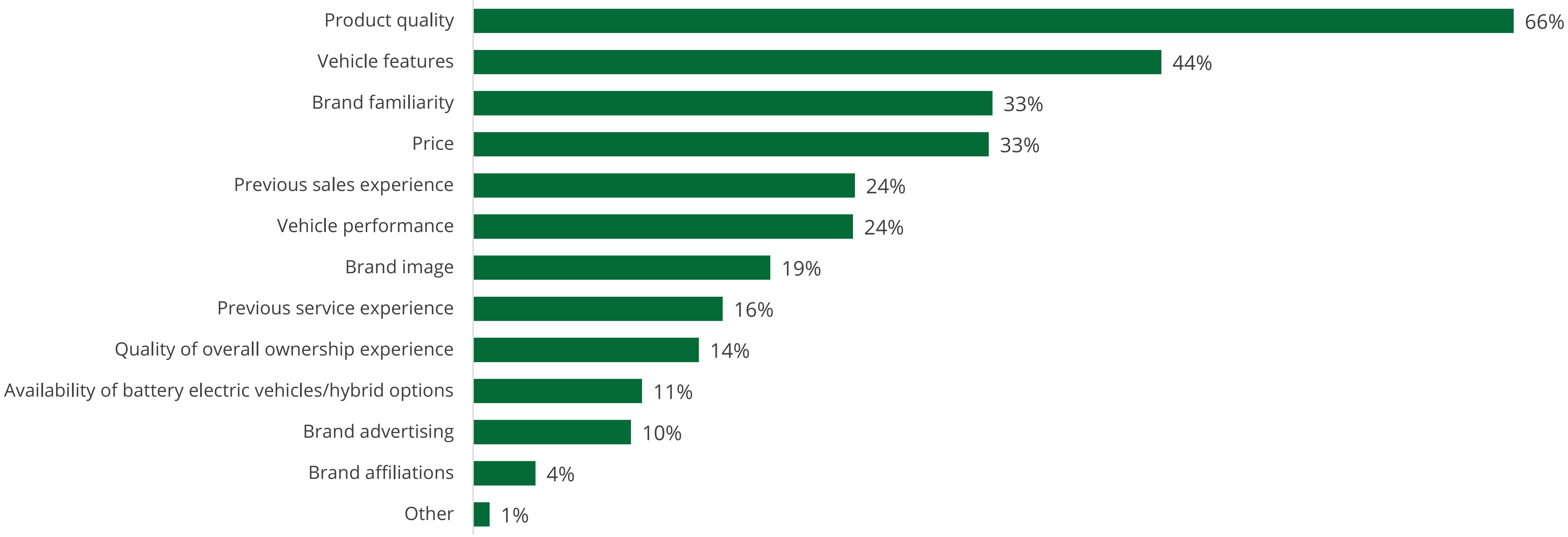
Note: Used includes nearly new/certified pre-owned and other used vehicles.

Q30: Will your next vehicle be new or used?; Q31/32: Considering your intent to buy a new/used vehicle, why is this preferred?

Sample size: n= 879 [Q30]; 341 [Q31]; 417 [Q32]

Vehicle product quality is the defining factor for consumers when choosing one brand over another. The availability of EV options rates much lower in terms of importance.

Most important factors driving the choice of brand for your next vehicle



Note: Sum of the percentages exceed 100% as respondents can select multiple options.

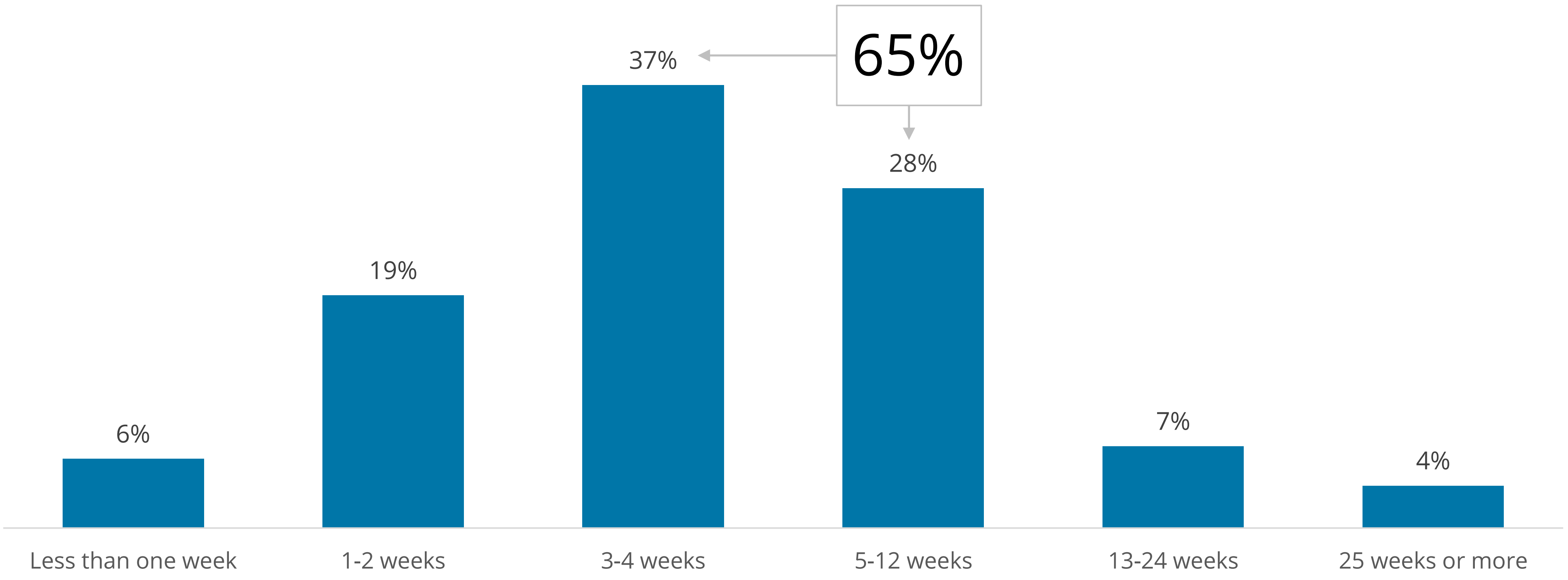
Q35. What are the most important factors driving the choice of brand for your next vehicle? (Please select all that apply).

Sample size: n= 857

FRANCE

The current inventory crisis may be training consumers to expect longer wait times for delivery of a new vehicle, opening the door to a more “build-to-order” retail paradigm.

Acceptable length of time to wait for delivery of next vehicle



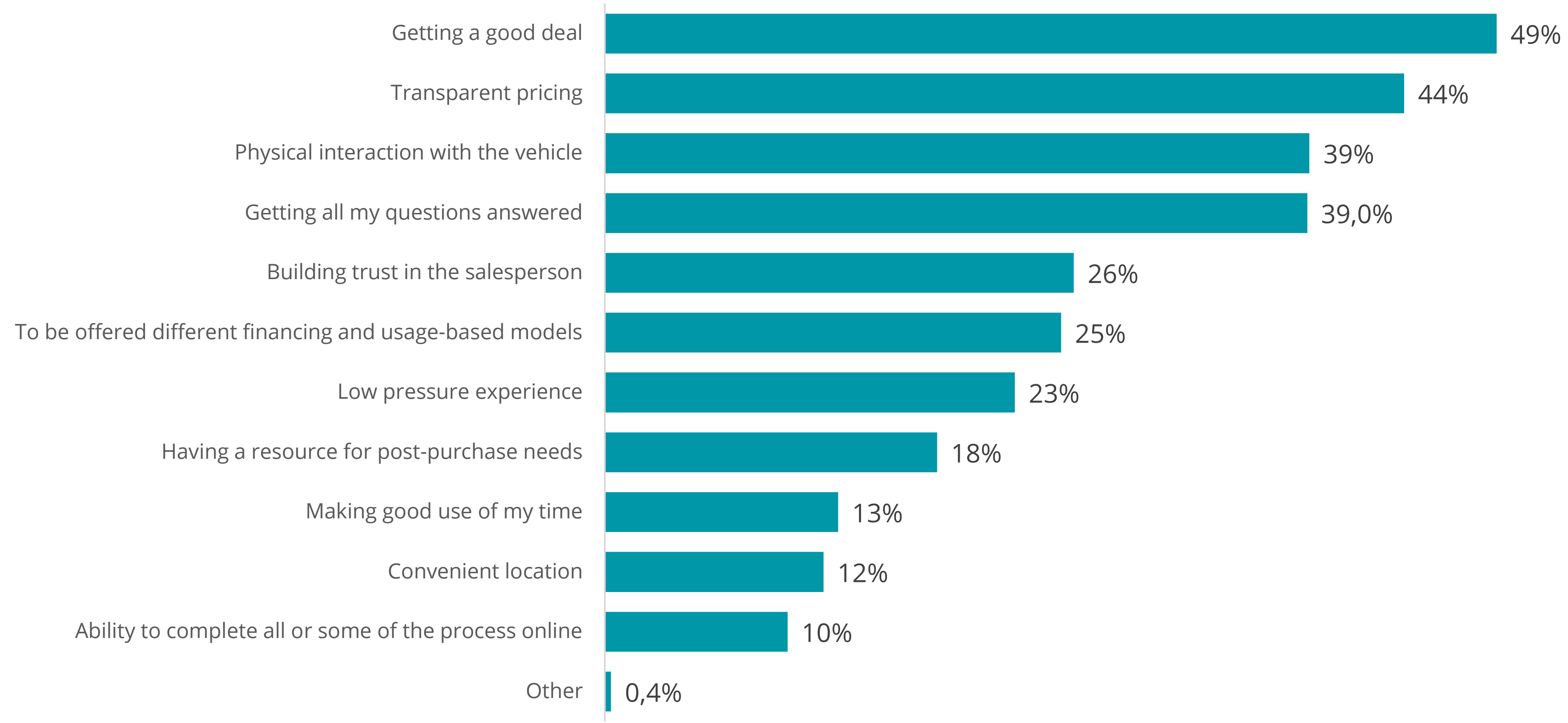
Q37: In your opinion, what is an acceptable length of time to wait for delivery of your next vehicle if it meant you got exactly what you wanted (i.e., features, color, etc.)?

Sample size: n=857

FRANCE

Having said that, some things never change as consumers still want a good deal with transparent pricing and physical interaction before they commit to buying a vehicle.

Most important aspects of the vehicle purchase experience



Note: Sum of the percentages exceed 100% as respondents can select multiple options.

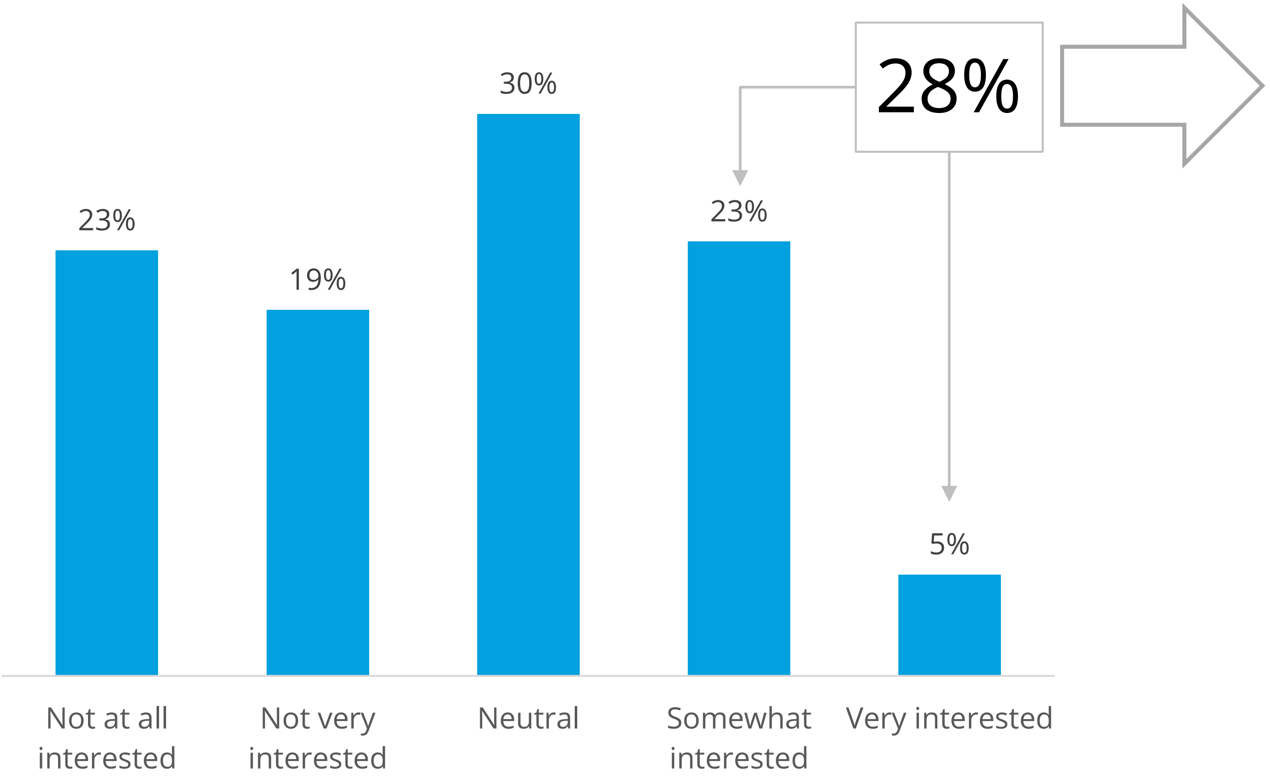
Q59: When looking to acquire your next vehicle, what are the top three most important aspects of the purchase experience?

Sample size: n= 857

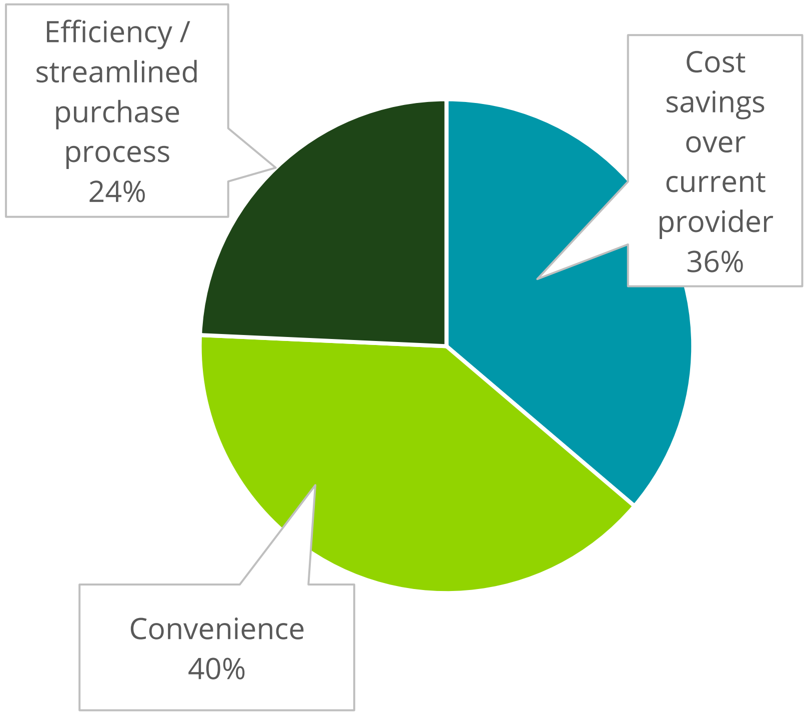
FRANCE

OEMs are looking at every profit pool going forward, including bringing insurance products in-house, signaling a potential disruption for the traditional value chain.

Percentage of consumers who would purchase insurance directly from the manufacturer



For those consumers who are interested in purchasing insurance directly from the manufacturer, primary benefits are..



Q60: The next time you acquire a vehicle, how interested would you be in purchasing insurance directly from the vehicle manufacturer?
Q61: What do you expect the primary benefit of buying insurance directly from the manufacturer to be?

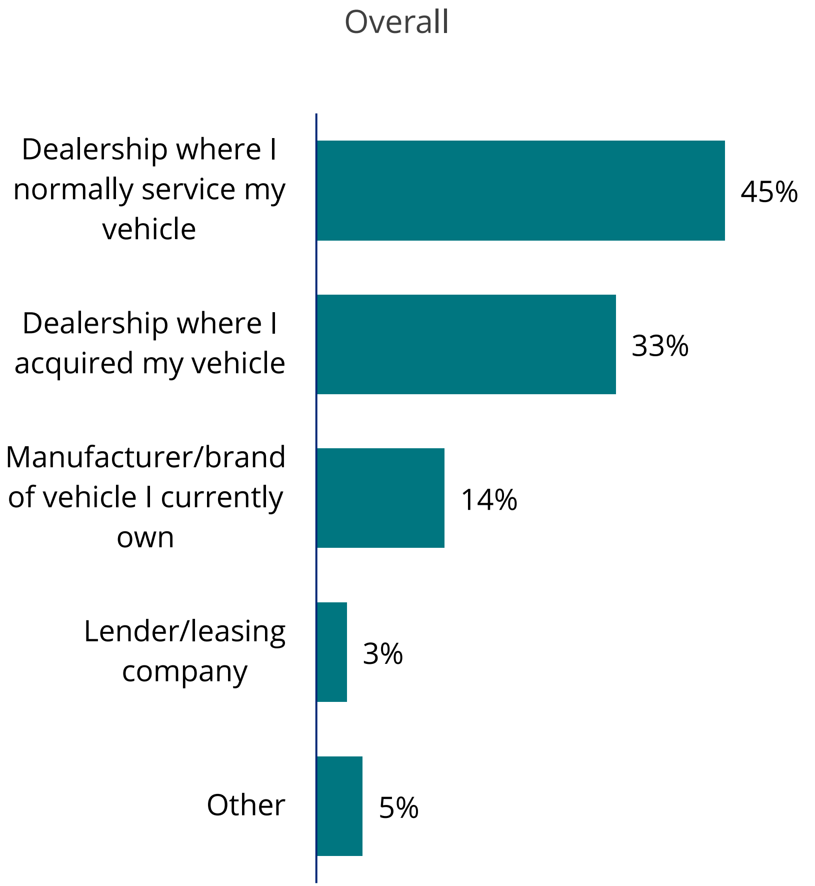
Sample size: n= 857 [Q60]; 243 [Q61]

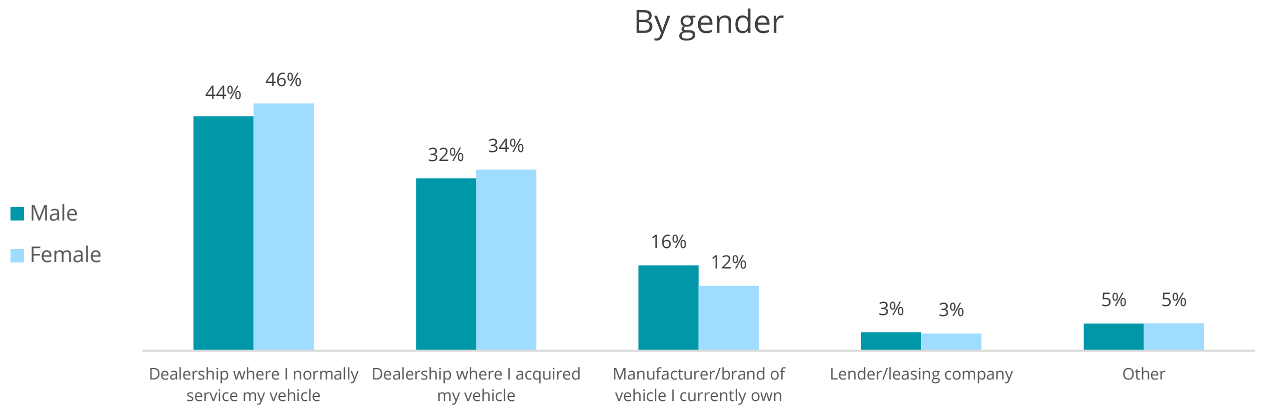
3

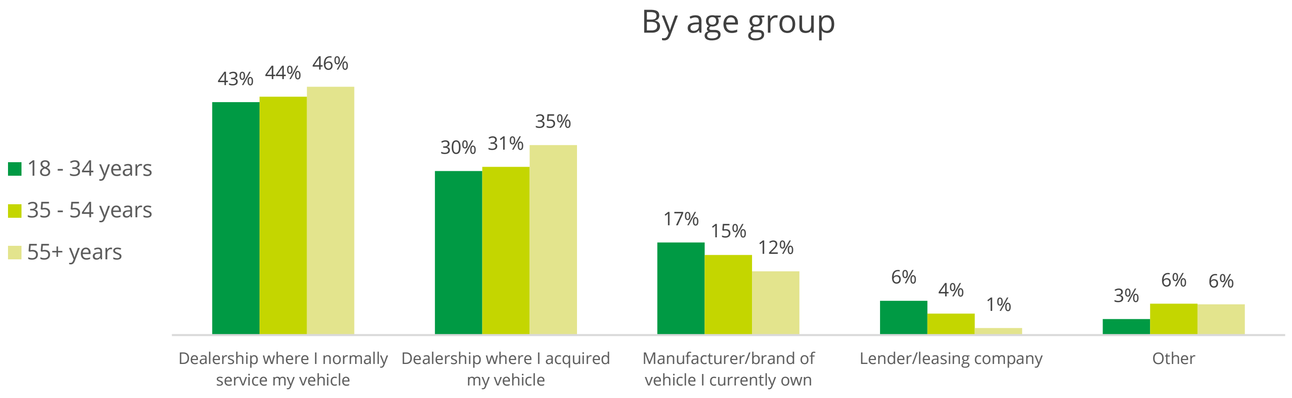
Vehicle brand and service experience

8 in 10 consumers trust dealers (servicing or selling) the most, signaling the importance dealerships have in the customer relationship.

Consumers have the most trusted relationship with…





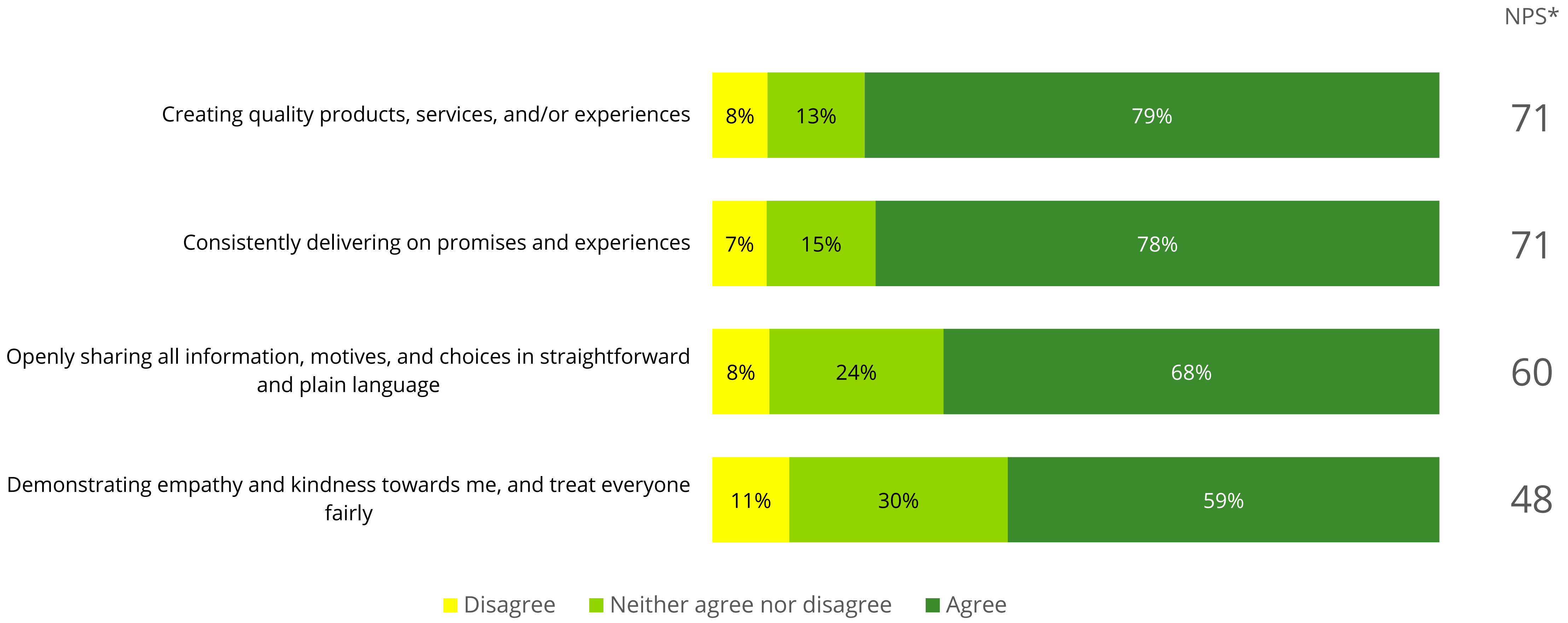


Q27: With whom do you have the most trusted relationship?

Sample size: n= 869 [Overall]; 434 [Male], 431 [Female]; 204 [18-34], 276 [35-54], 389 [55+]

While 8 in 10 consumers believe that their vehicle brands create quality products and services, significantly fewer people believe OEMs demonstrate empathy and/or transparency.

Consumer opinions on the brand of vehicle they currently own



Note: Disagree includes strongly disagree, disagree, and somewhat disagree values; Agree includes strongly agree, agree, and somewhat agree values.

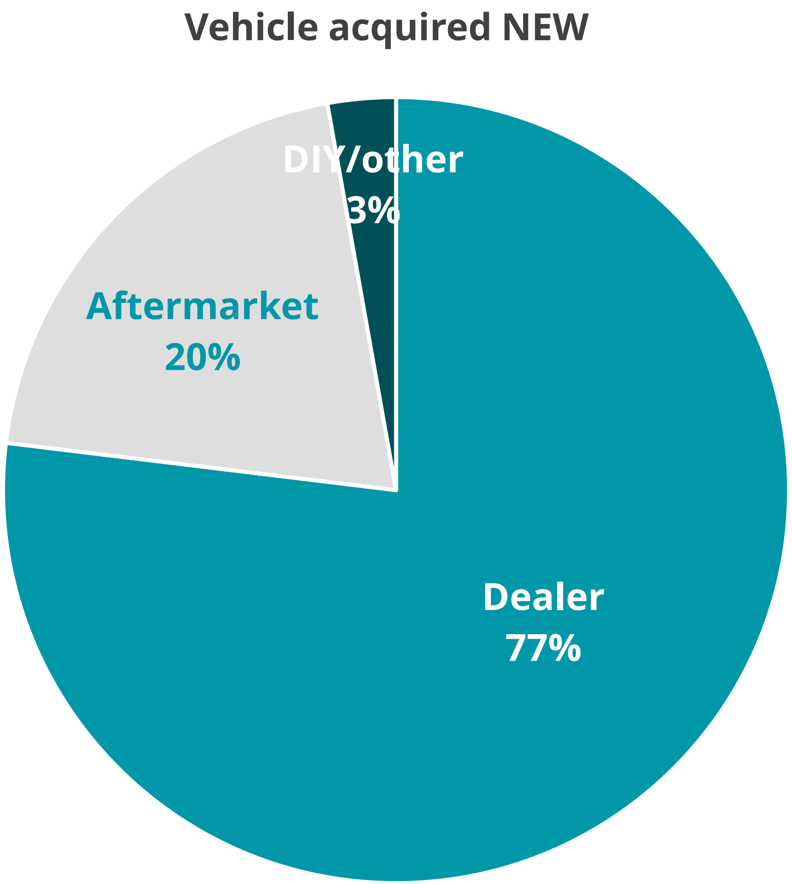
Q18: To what extent do you agree or disagree with the following statements relative to the brand of vehicle you currently own?

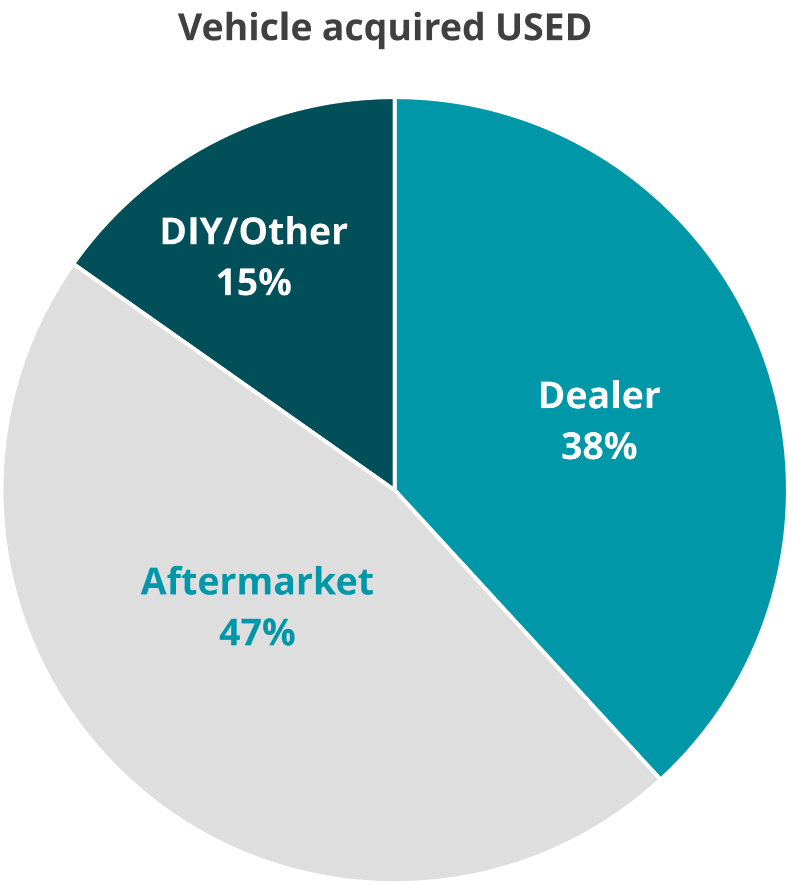
Sample size: n= 869

FRANCE

Three-fourths of consumers who originally acquired their vehicle new routinely take it back to the dealer for service, whereas only 38% of used vehicle owners do the same.

Preferred vehicle service provider by how current vehicle was acquired





Q24: Where do you normally service your vehicle?

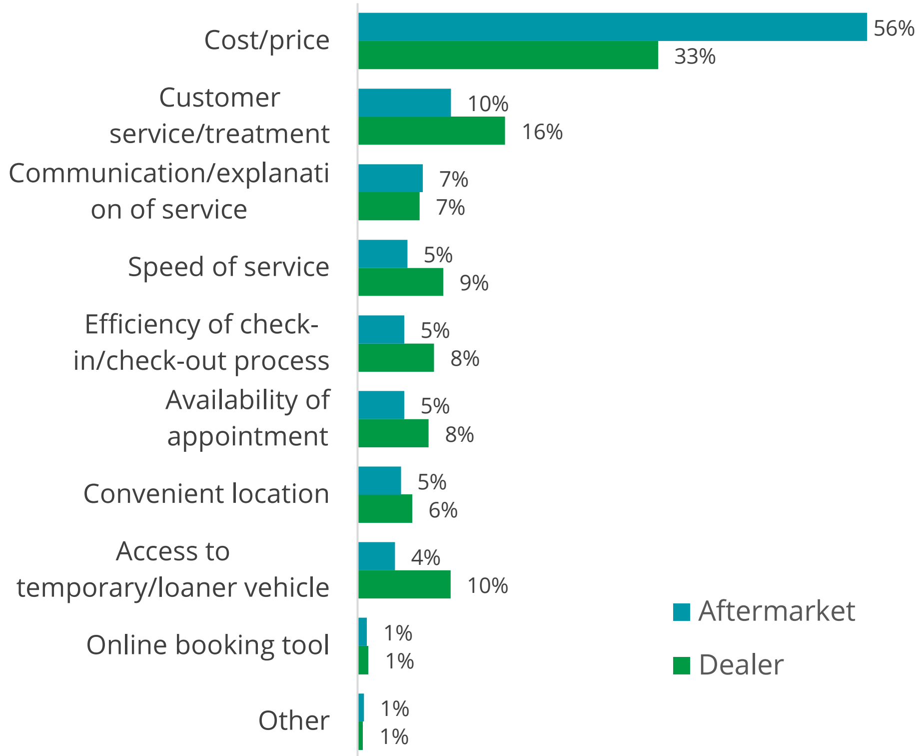
Sample size: n= 429 [New], 440 [Used]

FRANCE

Quality of work is the main reason for consumers when choosing a vehicle service provider. When it comes to the experience, cost and customer service rank at the top.

Reasons for choosing vehicle service provider (by preferred provider)

Most important aspect of the vehicle service experience (by preferred provider)



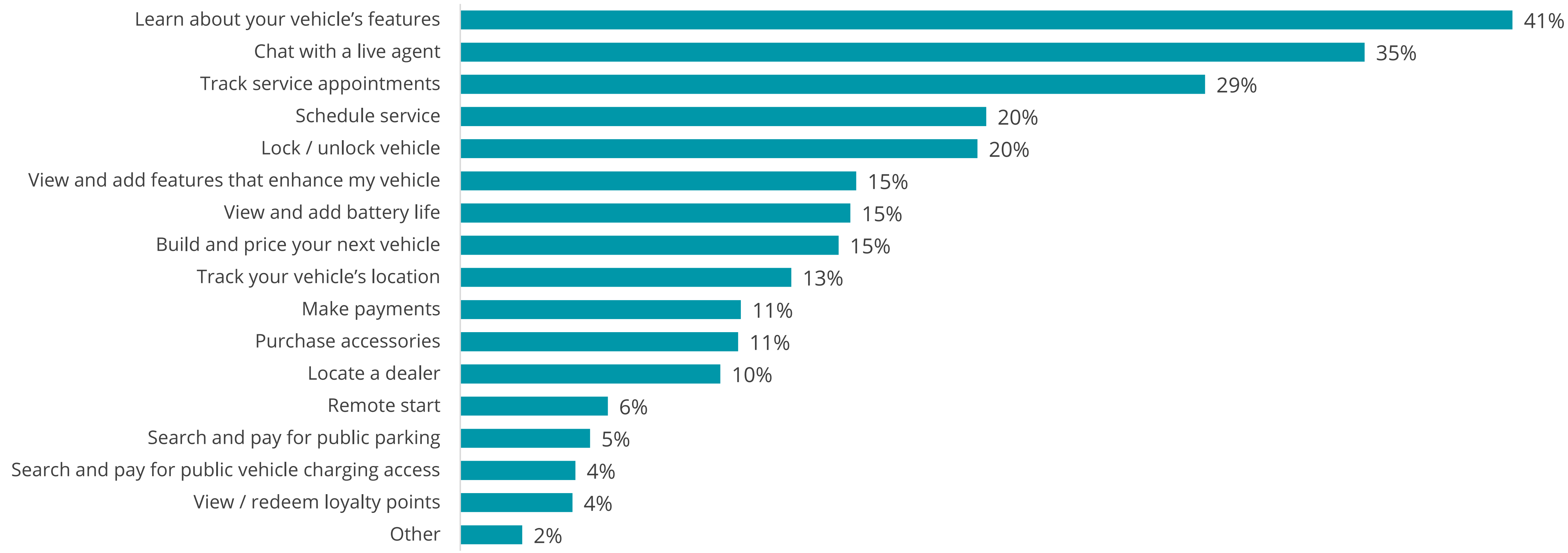
Note: "Other" reasons not shown for choosing a vehicle service provider

Q25: What is the most important reason for your preferred choice of vehicle service provider?; Q26: What is the most important aspect of a vehicle service experience?

Sample size: n= Dealer [498], Aftermarket [292] for Q25 and Q26

Consumers most prefer to access features/applications that help them learn about their vehicle's features, chat with a live agent, and track service appointments.

Important features of a vehicle brand app



Note: Sum of the percentages exceed 100% as respondents can select multiple options.

Q28: What are the most important features of a vehicle brand app? Please select all that apply.

Sample size: n= 869

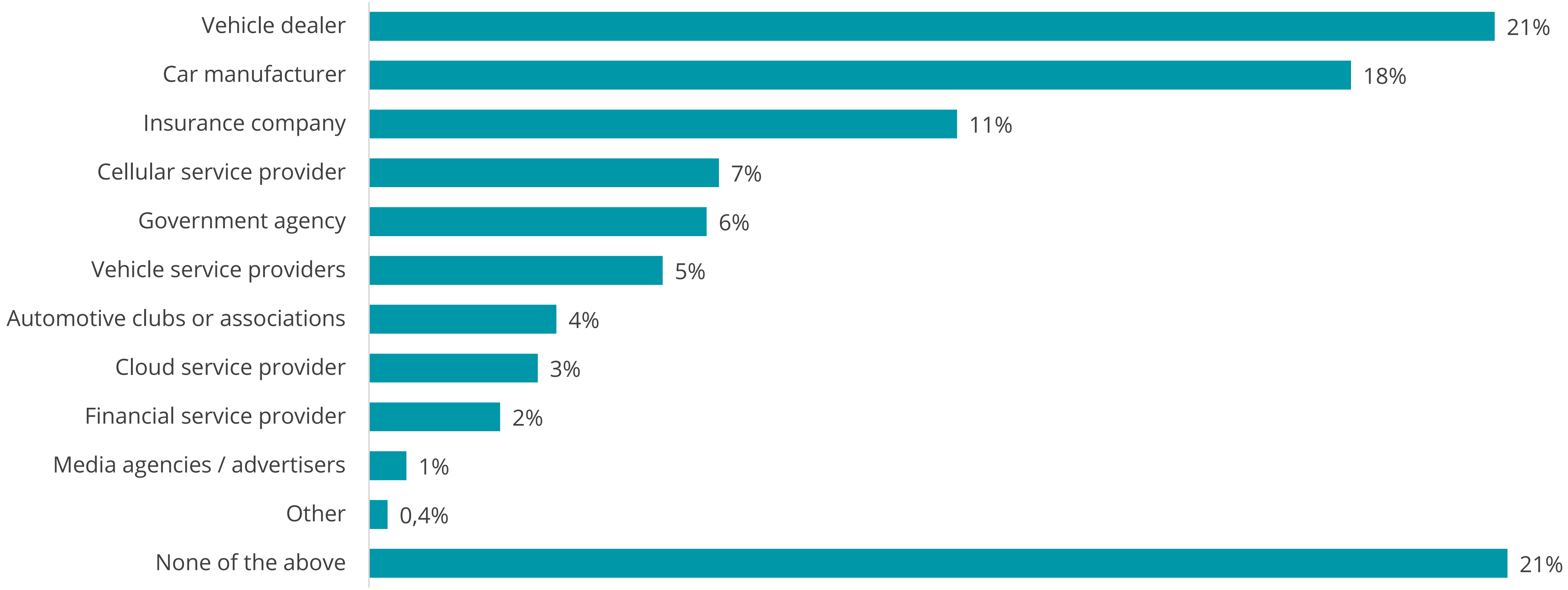
FRANCE

4

Connectivity

On one hand, surveyed consumers trust dealers and OEMs the most to manage data generated by the vehicle. On the other hand, 1 in 5 consumers don't trust anyone.

Consumer opinions on whom they trust the most to manage data generated/collected by their vehicle



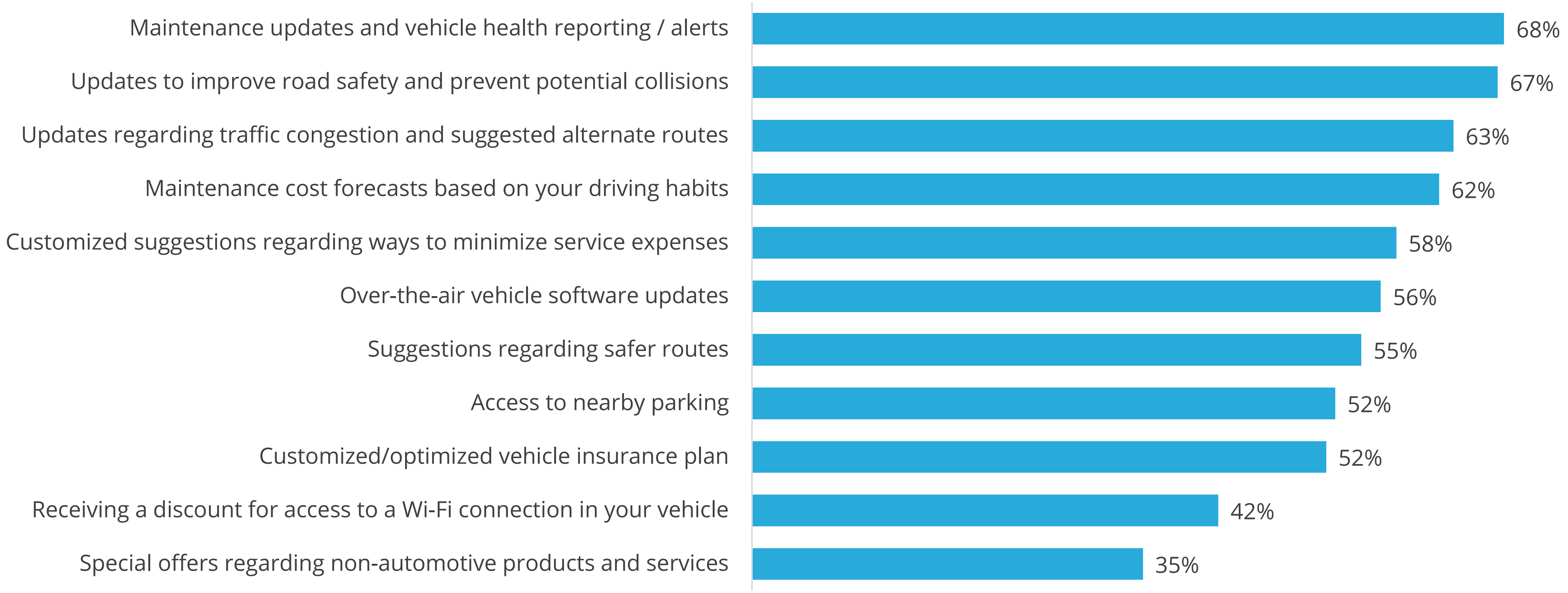
Q57: In a scenario where you owned a connected vehicle, which of the following entities would you most trust to have access to the data your vehicle generates?

Sample size: n= 857

FRANCE

But, consumers are ready to share PII* if it helps them get maintenance updates, provides suggestions for road safety and alternate routes.

Consumer opinions on benefits of connected vehicles



*Personally identifiable information.

Q55: How interested are you in the following benefits of a connected vehicle if it meant sharing your own personally identifying data and/or vehicle/operational data with the manufacturer or a third party?

Sample size: n= 857

FRANCE

At the same time, half of the consumers are concerned if their biometric data, and data-related to driving behavior, vehicle location, and the usage of connected services is shared.

Percentage of consumers concerned by sharing data with vehicle manufacturer, dealer, insurance company, and/or other third parties

Q56: As vehicles become more and more connected to the internet, how concerned would you be if the following types of data were shared with your vehicle manufacturer, dealer, insurance company and/or other third parties?

Sample size: n= 857

FRANCE

9 in 10 surveyed consumers would prefer to pay for connected vehicle features and technology either on a per usage basis or upfront as part of the purchase price, representing a challenge for OEMs looking to build new revenue streams via digital subscription services.

Preferred way to pay for additional connectivity technologies

50%	Charged on a per use basis
44%	Up front as part of the vehicle purchase price
6%	As part of a monthly service to which I subscribe

Vehicle buyers prefer to pay for added tech features as per their usage

Q58: How would you prefer to pay for additional connectivity technologies in your vehicle?

Sample size: n= 857

5

About the study

About the study

Survey timing

October 03 to October 10, 2022

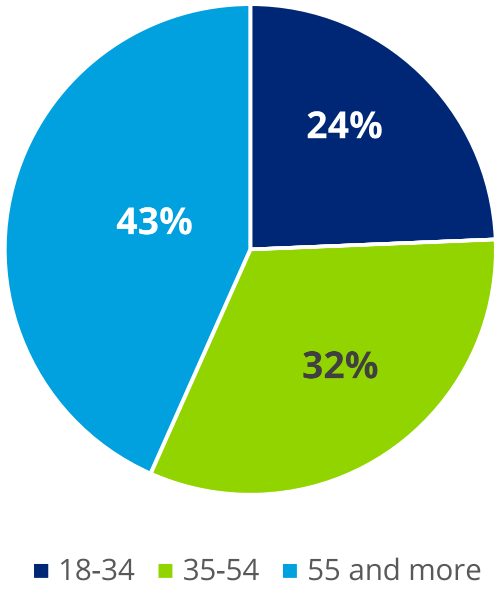
Sample

The survey polled a sample of 1,006 consumers in France. The survey has a margin of error for the entire sample of +/-3.1%

Methodology

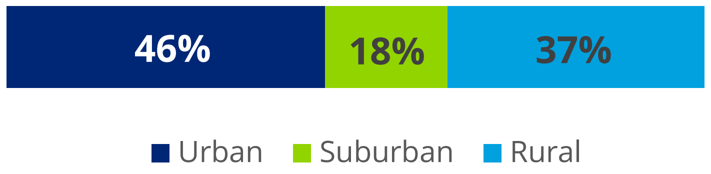
The study is fielded using an online panel methodology where consumers of driving age are invited to complete the questionnaire (translated into local languages) via email.

Age group



Gender

Location



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