

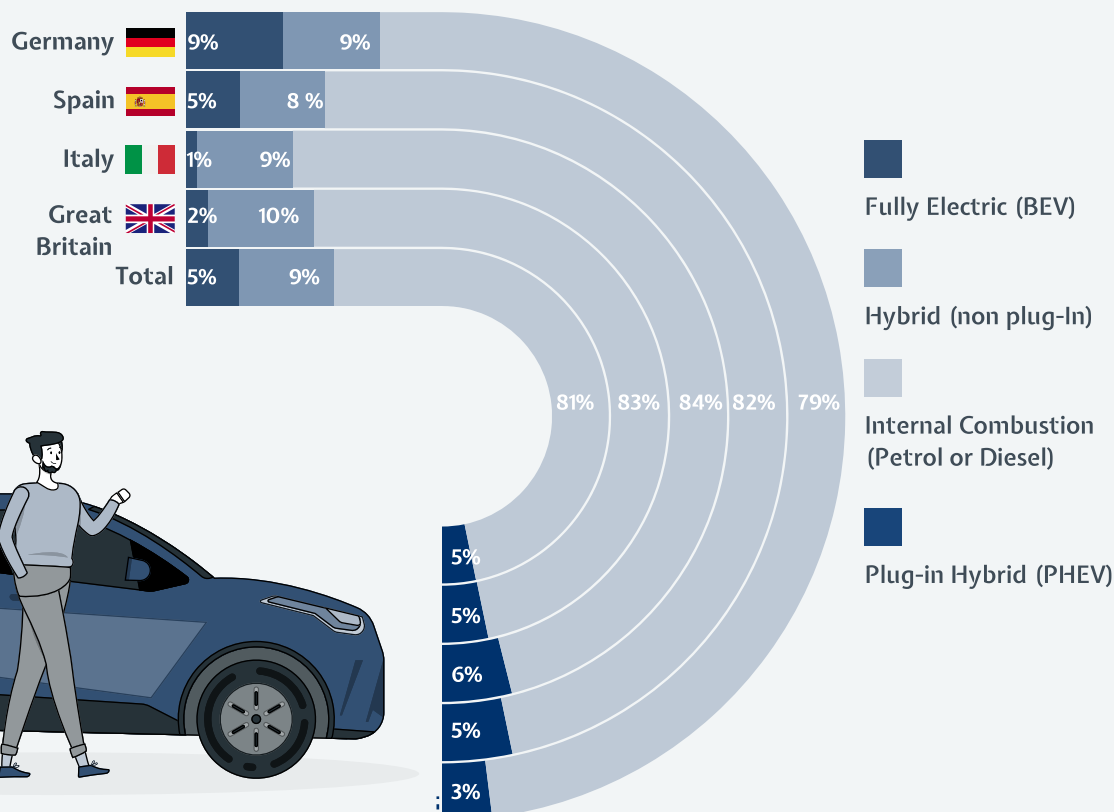
NEW ISC-CX FUTURE MOBILITY STUDY

WHAT IS GENERATION Z LOOKING FOR WHEN PURCHASING A VEHICLE?

Generation Z is 28 and younger and is growing up in a digital world. They are in favor of climate protection and are strongly committed to their opinions. At the same time, they are more conservative than any generation ever before. For the automotive industry, the young target group is a decisive customer generation.

WHICH VEHICLE DO YOU DRIVE?

The majority of respondents drive a vehicle with an internal combustion engine.



ELECTRIC VEHICLE?

Pro:

It saves resources and is good for the environment.

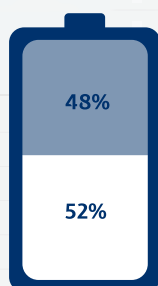
Con:

I can't afford an electric vehicle.

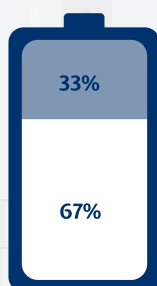
HAVE YOU EVER DRIVEN AN ELECTRIC VEHICLE?

Most participants have never driven an electric vehicle.

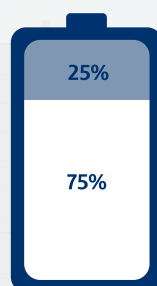
Yes No



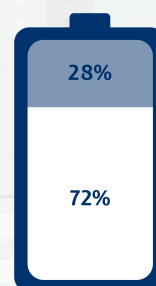
Germany



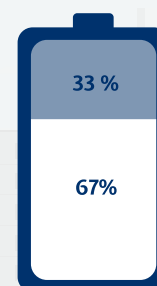
Spain



Italy



Great Britain



Total

HOW WAS THE EXPERIENCE OF THOSE WHO HAVE DRIVEN AN ELECTRIC VEHICLE?



QUIET
and pleasant



GREAT
driving experience

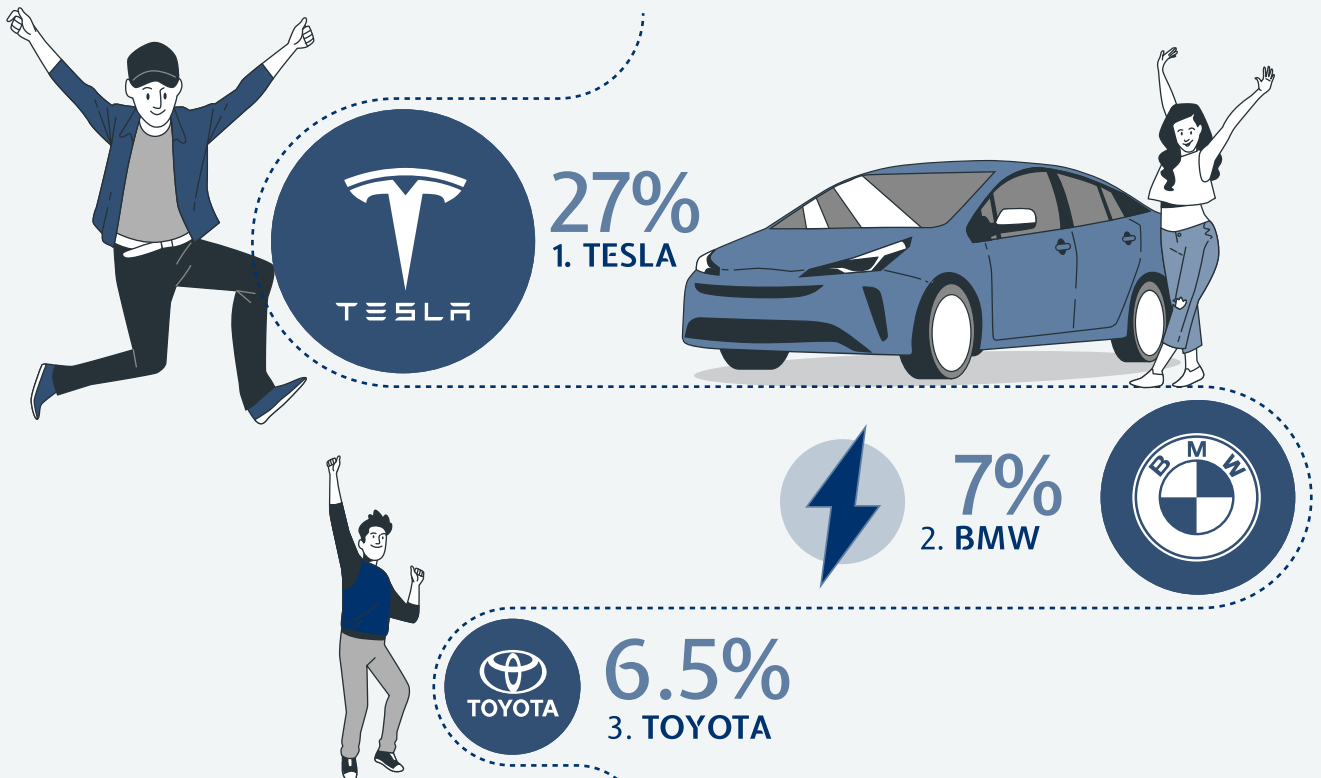


FAST
acceleration

CONCLUSION: The driving experience is decisive and excites the vast majority of Generation Z.

WHICH BRAND WOULD YOU CHOOSE?

We wanted to know which auto brand Gen-Z would choose - and there was a striking favorite.



TESLA has a notably high popularity among Generation Z. One out of every four respondents named Tesla as their preferred car brand.



ESTABLISHED BRANDS are lagging behind the group. BMW and Toyota made it to second and third place in the ranking of all brands.

THE MOST IMPORTANT ASPECTS OF THE PURCHASING PROCESS

What processes are preferable to Generation Z?



Test Drive



Multiple Financing
Options



Personal Advice

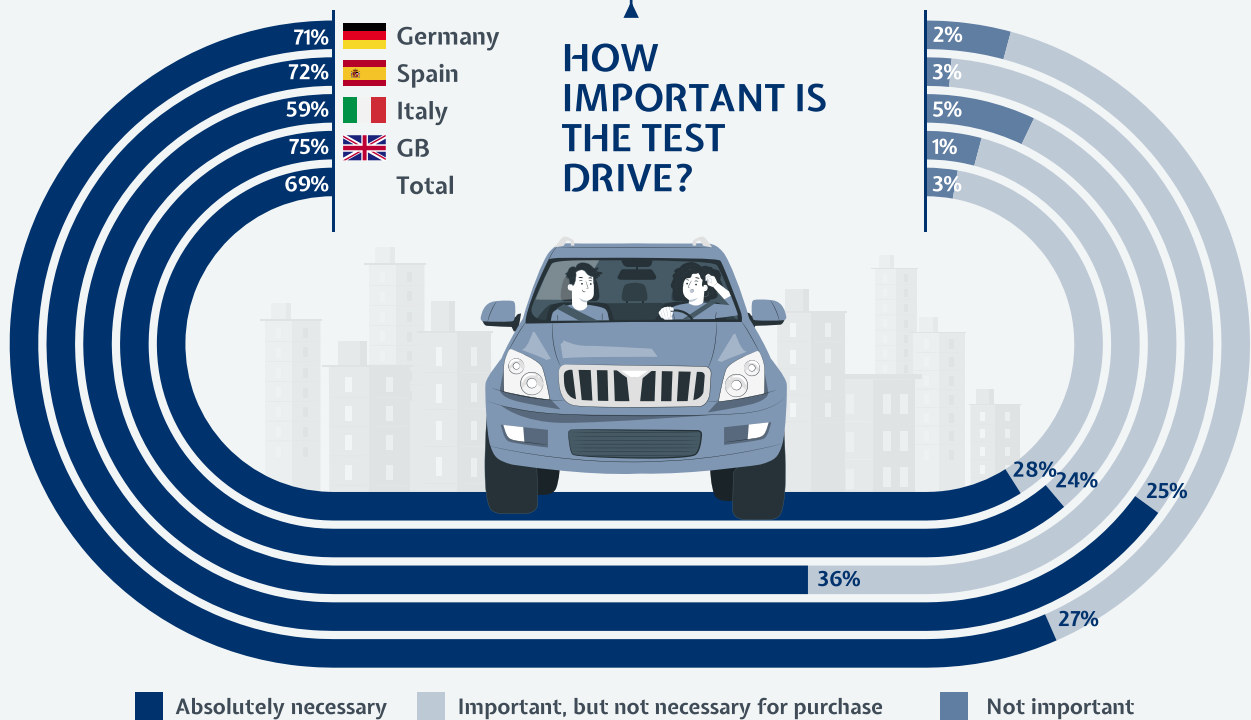
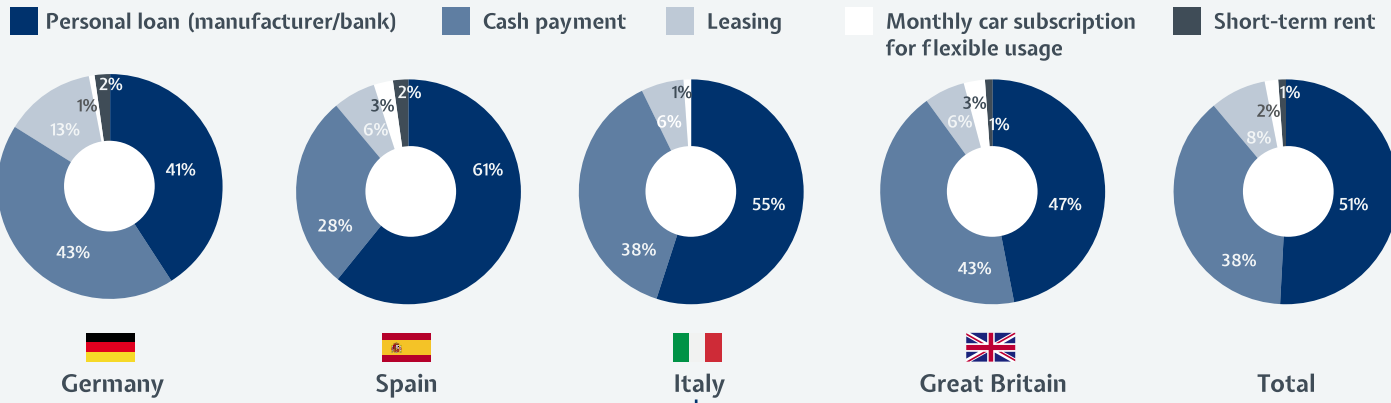


Independent
Comparison

ATTRACTIVE financing options and personal interaction are a priority for Generation Z.

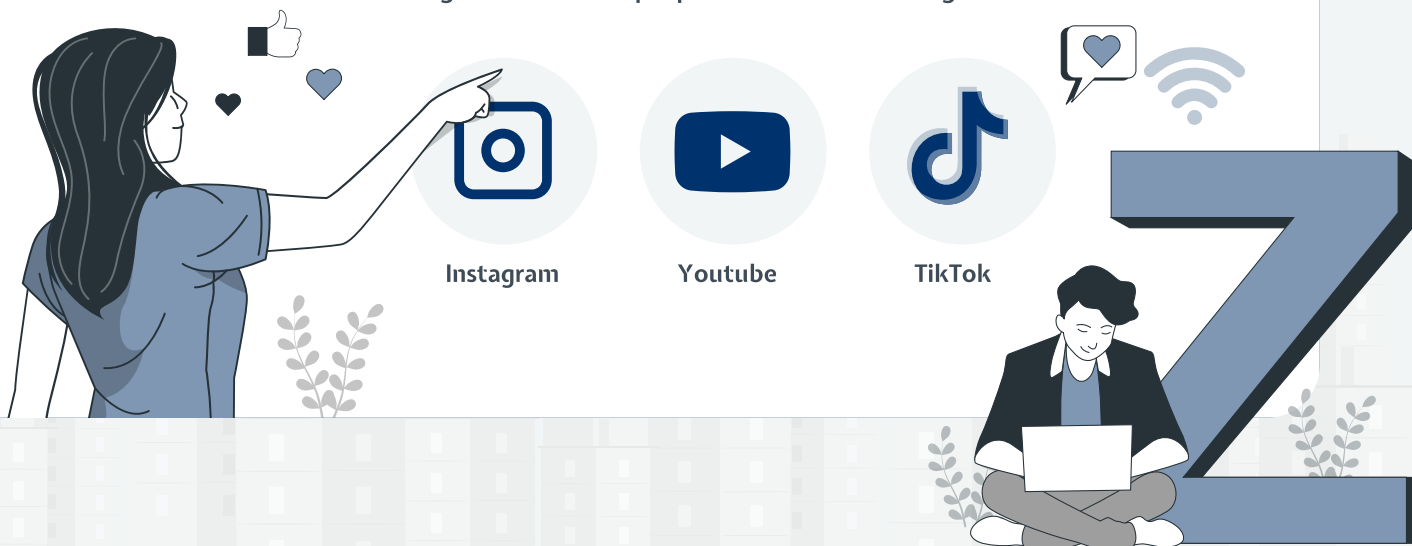


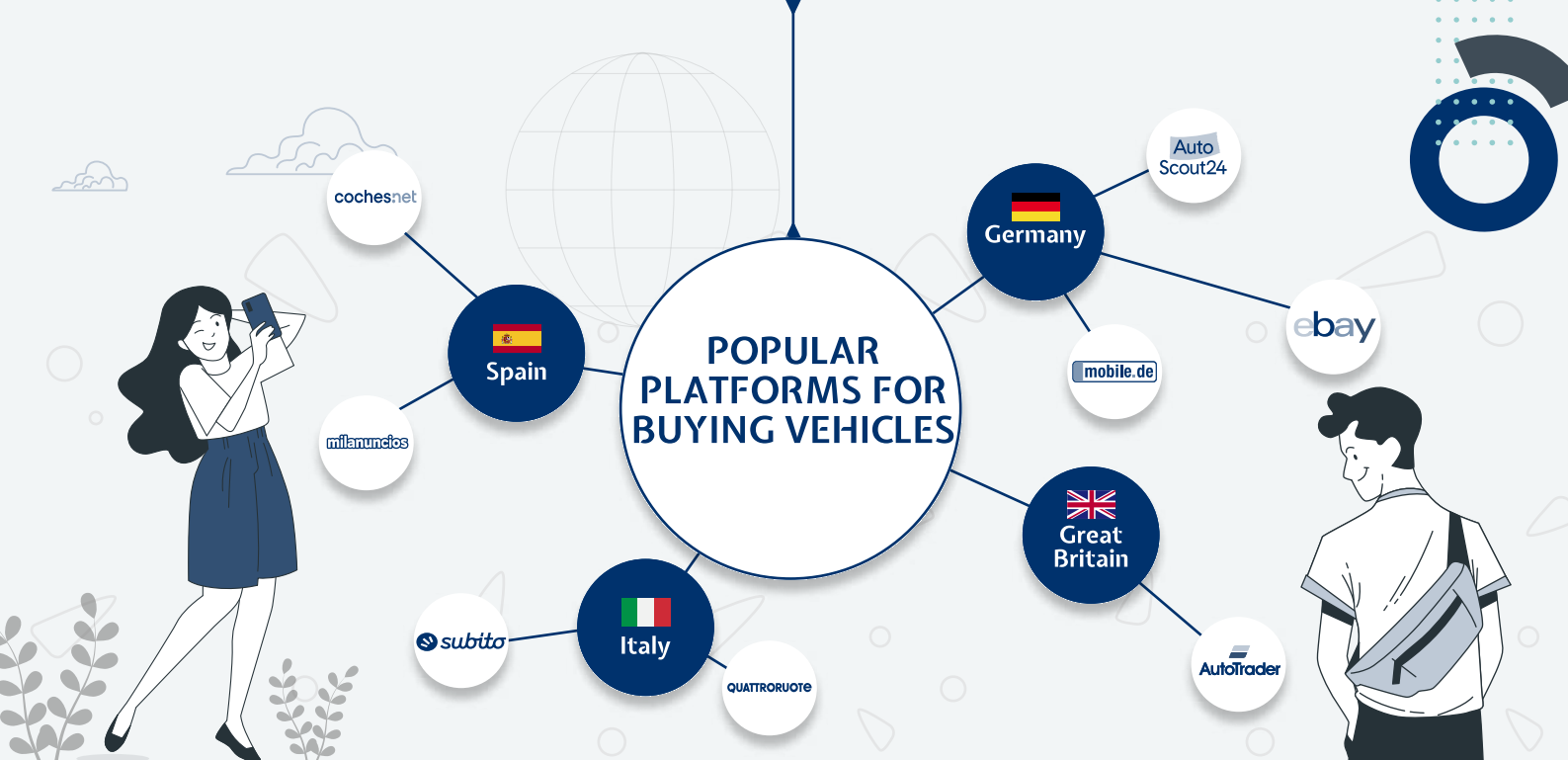
HOW WOULD YOU PAY FOR YOUR VEHICLE?



WHICH SOCIAL MEDIA CHANNELS ARE PREFERRED BY GENERATION Z?

Where does Generation Z go to learn and prepare when considering a new vehicle?





THE MOST IMPORTANT LEARNINGS

Which aspects impress Generation Z in the car buying process?



TECHNICALLY CONVINCED:

Gen-Z would prefer to rely on e-mobility.



GREAT DRIVING EXPERIENCE

is best conveyed with a test drive.



BEING PRESENT on social

media with authentic content is important to Generation Z.

About ISC-CX

ISC-CX is a leading provider of in-store and omni-channel customer experience analysis programs for global retailers based around the world. Their multilingual, local teams on the ground in over 120 countries collect and analyze many millions of data sets per year.

ISC-CX's clients include brands such as Shell, McDonald's, Nespresso, and Lindt among others. You can find client references and CX solutions at

www.isc-cx.com.

[Reach out to Us!](#)

ISC-CX

In **January 2023** ISC-CX surveyed 2,800+ qualified Generation Z consumers about their attitudes towards buying a car. The margin of error is +/-5 % at a confidence level of 95 %.

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ISC-CX
FUTURE
MOBILITY

The Digital Customer Experience Company