

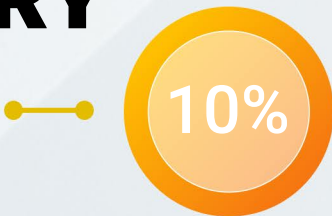
INTERIOR TO BECOME THE NEW EXTERIOR

THE AUTOMOTIVE INTERIOR IS ON ITS WAY TO BECOME THE MAIN DIFFERENTIATING ELEMENT INFLUENCING BUYING DECISIONS. INTERIOR SURFACES DIRECTLY INTERACT WITH THE CAR USER AND WILL BE A KEY ELEMENT TO SHAPE FUTURE MOBILITY.



TOTAL CAR USERS
1200
AVERAGE AGE
44

BAD QUALITY OF INTERIOR SURFACES MOST ANNOYING FACTOR IN CURRENT CAR FOR EVERY 10TH CAR USER

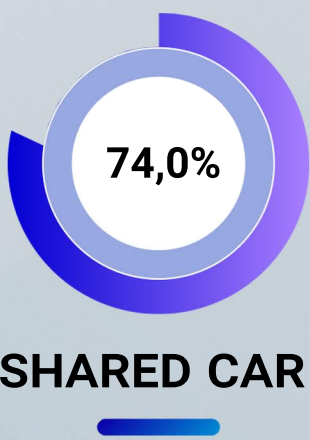


RIISING POPULARITY OF MULTIFUNCTIONAL PREMIUM SURFACES

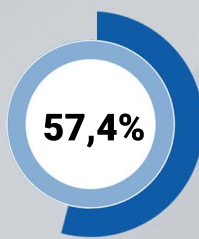
- GROWING NEED TOWARDS PREMIUM SURFACES MADE OF SUSTAINABLE MATERIAL
- HYGIENIC AND SOUND-ABSORBING SURFACES MEAN BENEFIT TO CAR USERS
- OVERALL CLEANLINESS IN CARS WITH INCREASING IMPORTANCE

EMERGING FOCUS ON CLEANLINESS

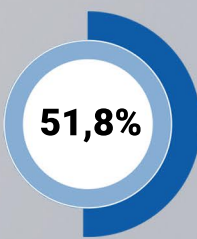
NO MATTER IF OWN OR SHARED CAR: MOBILE PEOPLE APPRECIATE CLEANLINESS INSIDE THE CAR.



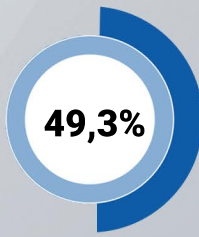
CAR USERS SEE BENEFIT IN SEAT COVERS AND SURFACES THAT...



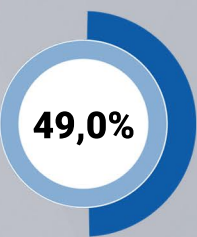
HAVE INTEGRATED SEAT HEATING AND COOLING



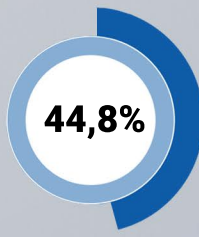
ABSORB VEHICLE NOISE



HAVE AN ODOUR INHIBITING EFECT



ARE ANTIBACTERIAL



LOOK AND FEEL PARTICULARLY HIGH QUALITY

Q: WHICH OF THE FOLLOWING FEATURES OR SURFACES IN A CAR WOULD BE BENEFITIAL FOR YOU? (N = 1158 - 1173)

Q: PLEASE INDICATE TO WHAT EXTENT YOU AGREE WITH THE FOLLOWING STATEMENTS REGARDING YOUR OWN CAR/ A SHARED CAR: I PUT GREAT EMPHASIS ON THE CLEANLINESS OF MY CAR/A SHARED CAR. (OWN CAR: N = 1116, SHARED CAR: N = 221)