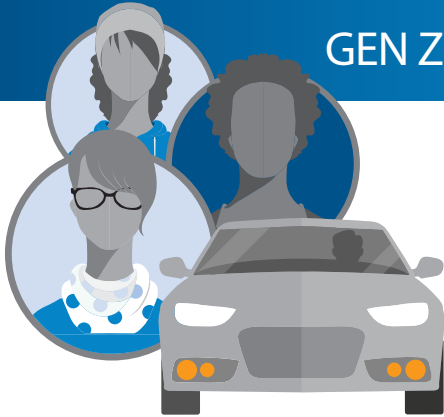


WHAT'S DRIVING GEN Z

New research from Cox Automotive brands offers an in-depth look at the next generation of car shoppers and delivers surprising facts about this new cohort

GEN Z WANTS TO OWN AND DRIVE CARS



8% want **CAR/RIDE SHARING** services to replace car ownership

72% would **GIVE UP SOCIAL MEDIA** for a year to have a car

92% **OWN** or plan to own a vehicle

97% have or plan to get a **LICENSE**

GEN Z IS NOT AS **MATERIALISTIC** AS MILLENNIALS *

Vehicle **STYLE** and **BRAND** are **NOT AS IMPORTANT** to Gen Z as they are to Millennials

GEN Z DOESN'T TRUST **AUTONOMOUS VEHICLE TECHNOLOGY** TO WORK

65% believe that "**LACK OF TRUST** in the technology to work" is a barrier to adopting self-driving vehicles

SAFETY, NOT TECHNOLOGY, DRIVES GEN Z'S APPEAL FOR SELF-DRIVING VEHICLES

61%

think **ROADS WOULD BE SAFER** with fully self-driving vehicles

45%

think autonomous vehicles would **EASE CONCERN** about **DISTRACTED DRIVERS**

41%

think autonomous vehicles would lead to **FEWER ACCIDENTS**



GEN Z VALUES SAFETY OVER INFOTAINMENT FEATURES

43% think **SAFETY** is important

vs.

35% think **INFOTAINMENT** is important



GEN Z IS **MORE CONCERNED** WITH **SAVING MONEY** THAN THE PLANET

43% feel green cars will **SAVE MONEY ON GAS**

vs.

30% feel green cars will **PREVENT GLOBAL WARMING**

FACE-TO-FACE INTERACTIONS ARE IMPORTANT TO GEN Z WHEN CAR SHOPPING

26% want to **BUY** a car **ONLINE** in the future

68% agree that **FACE-TO-FACE INTERACTION** is important in car shopping

