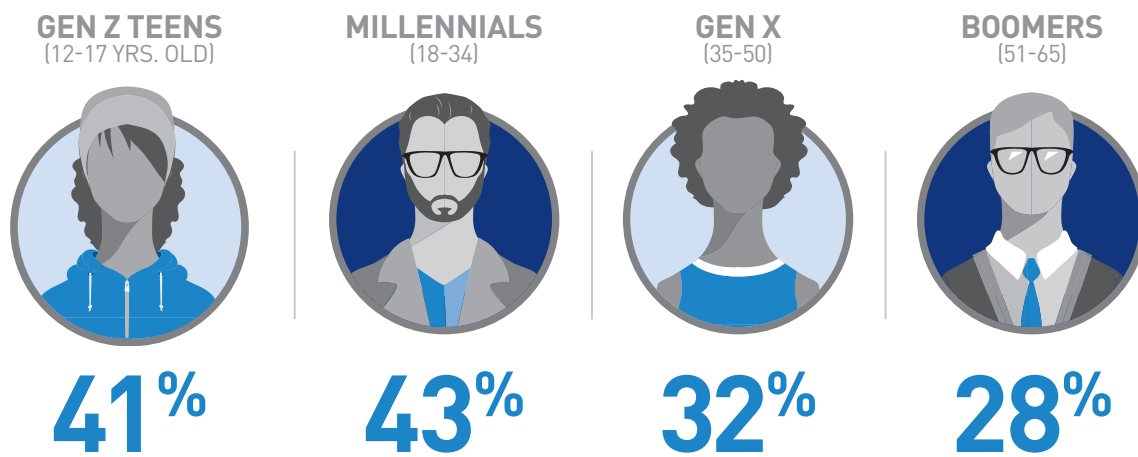


# GEN Z AUTOMOTIVE STUDY

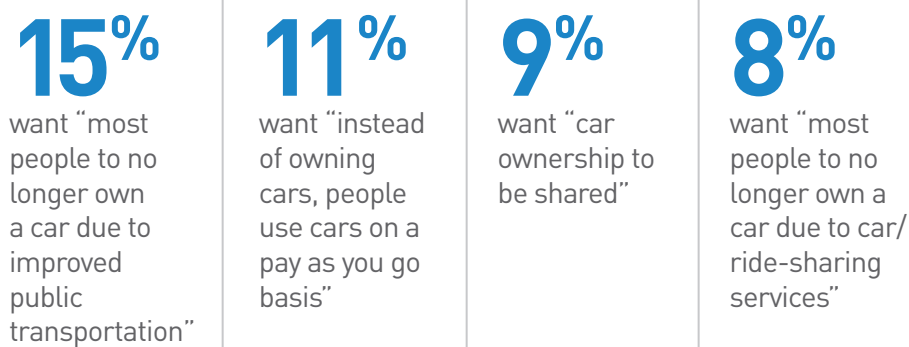
## GEN Z WANT TO OWN AND DRIVE CARS! VEHICLE OWNERSHIP ALTERNATIVES DON'T PRESENTLY APPEAL TO THIS GENERATION!

### % AGREE THAT "TRANSPORTATION IS NECESSARY — OWNING A VEHICLE IS NOT"

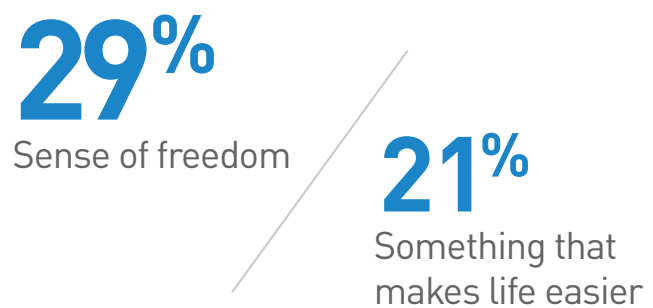


2016 KBB.com Ride Sharing/Car Sharing Study

### % OF GEN Z TEENS WHO WANT ALTERNATIVES TO REPLACE OWNERSHIP BY 2025



### MEANING OF A CAR — TOP MENTIONS AMONG GEN Z TEENS



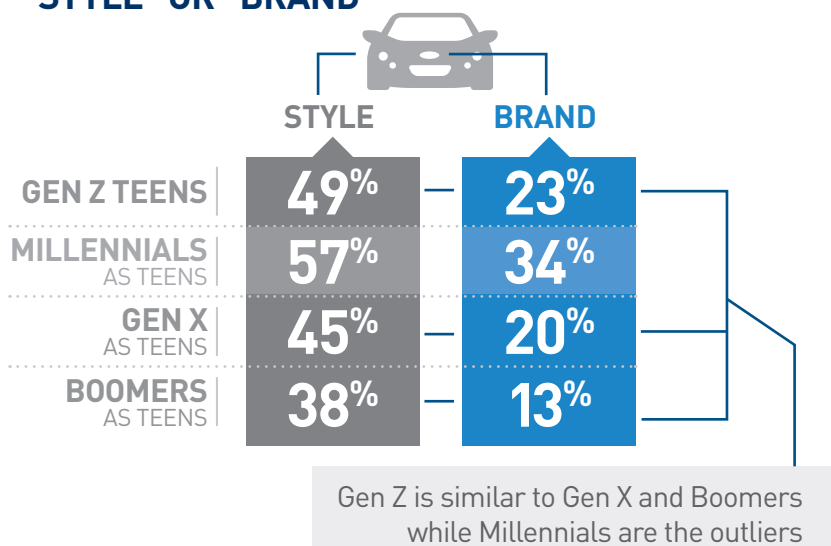
**33%** of Gen Z teens would rather have a car for a year than a cell phone



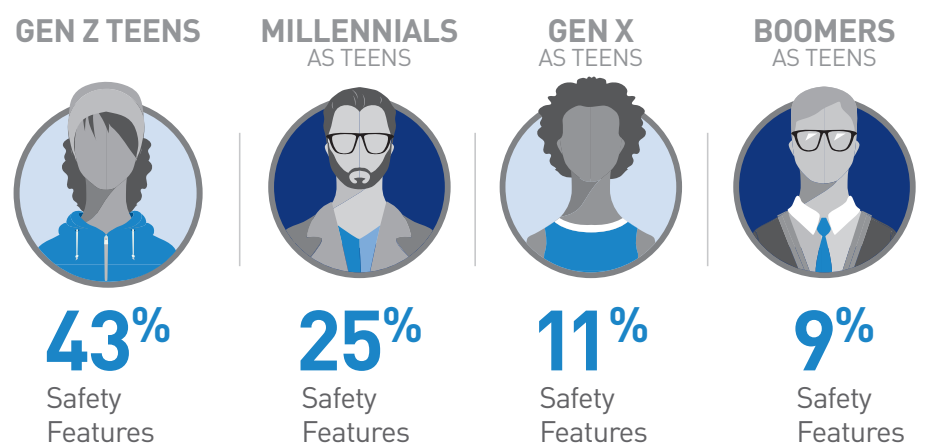
**72%** of Gen Z teens would rather have a car for a year than use social media

## GEN Z IS LESS FOCUSED ON STYLE & BRAND THAN MILLENNIALS AND MORE FOCUSED ON SAFETY

### UNLIKE MILLENNIALS AT THEIR AGE, GEN Z TEENS ARE NOT AS FOCUSED ON "STYLE" OR "BRAND"



### GEN Z TEENS PLACE MORE IMPORTANCE ON SAFETY THAN OTHER GENERATIONS DID WHEN THEY WERE TEENS



# GEN Z AUTOMOTIVE STUDY

## SAFETY CONCERNS ARE DRIVING YOUNGER GENERATIONS' INTEREST IN AUTONOMOUS VEHICLES

### WHAT GEN Z TEENS WANT TO HAPPEN BY 2025 — TOP 2 MENTIONS

**47%**

most cars to drive themselves

**42%**

most cars to be electric/hybrid



**61%**

of Gen Z teens think roads would be safer if most cars were fully-autonomous by 2025



### TOP BENEFITS OF AUTONOMOUS VEHICLES AMONG GEN Z TEENS

**45%**

less concern over distracted drivers

**41%**

fewer accidents on the road

### TOP BARRIERS TO ADOPTION OF AUTONOMOUS VEHICLES AMONG GEN Z TEENS

**65%**

lack of trust in the technology to work

**61%**

too expensive to afford

About this study:  
A total of 3,140 U.S. residents between the ages of 12-65 participated in the Gen Z Automotive Study provided by Autotrader and Kelley Blue Book, 2015. Gen Z (12-17 years old) = 1,193; Millennials (18-34) = 1,312; Gen X (35-50) = 329; Boomers (51-65) = 306

COX AUTOMOTIVE BRANDS

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 Kelley Blue Book  
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