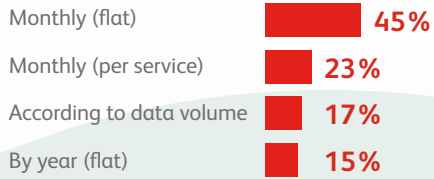


Relevance of connected car services to car purchases

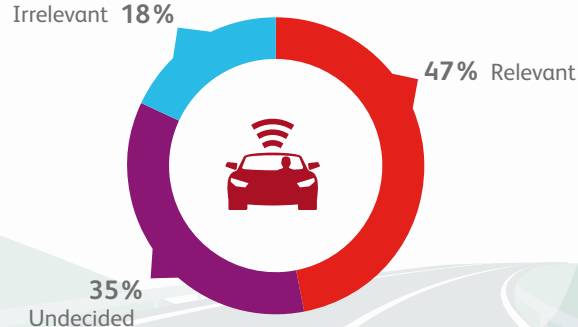
→ Preferred billing types for online services



Willingness to pay → annual subscription



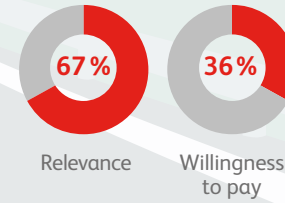
Willingness to pay → by service



→ Real-time traffic information



→ Speeding warning



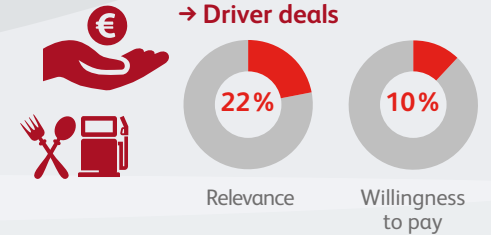
→ Music & entertainment services



→ News services



→ Driver deals



MOBILE ONLINE SERVICES ARE INCREASINGLY IMPORTANT WHEN PURCHASING A CAR

Results based on a survey in Germany (501 participants, from January 20th to 22nd 2015, age 25 to 69 years), purchase of a new car within last 24 months, net household income of >2,500 Euro/month