

# Software-over-the-air (SOTA): Interest and willingness to purchase digital services in the car

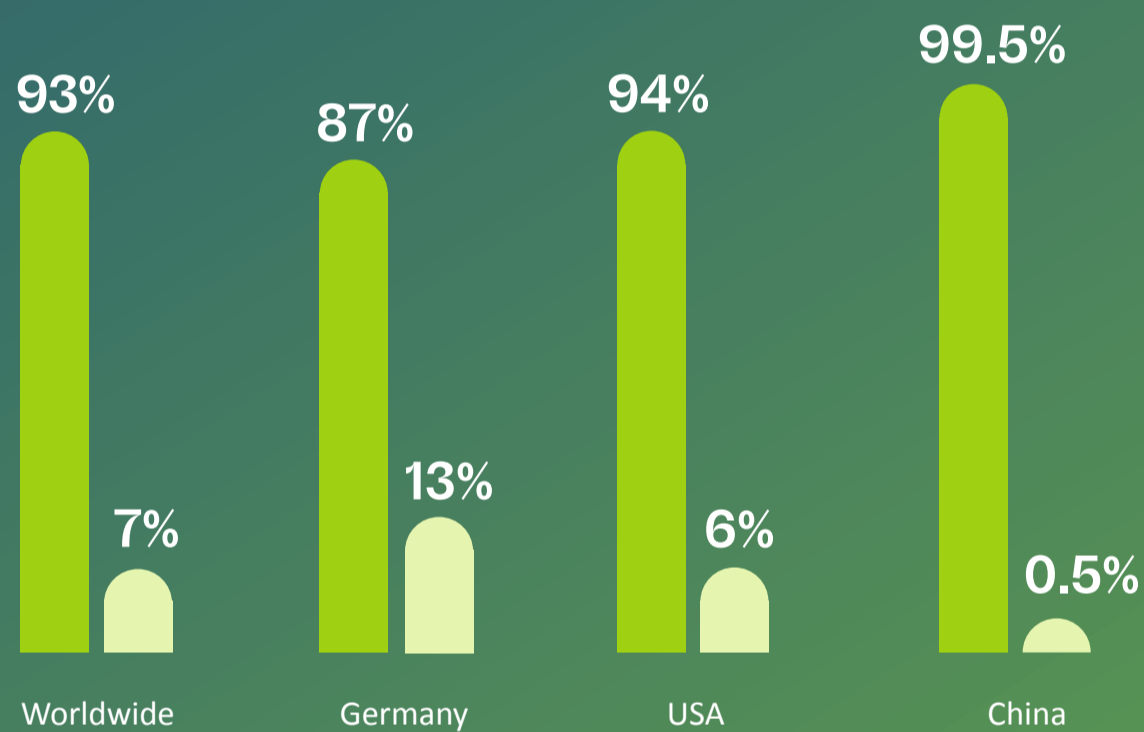


## TOP 3 services worldwide

- 1 Real-time traffic information
- 2 Vehicle theft
- 3 Warning systems

## General interest in SOTA

● Yes ● No



## General annual willingness to pay for SOTA features



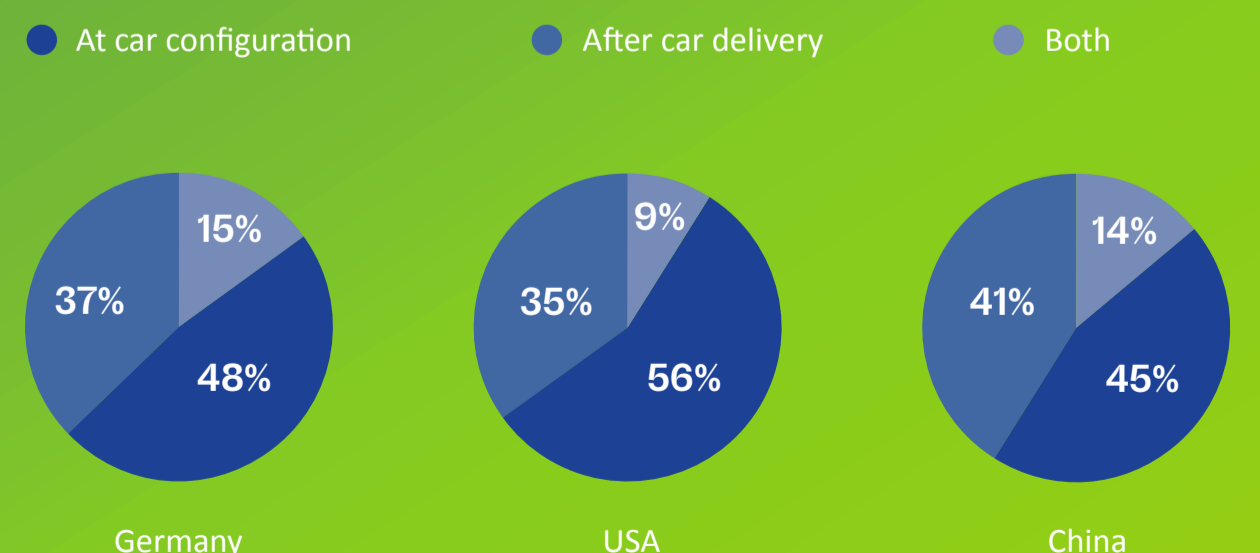
## General annual willingness to pay per SOTA category



## TOP SOTA features – Importance per category worldwide



## Preference for the purchasing SOTA services



The study surveyed over 600 respondents in China, Germany and the USA about their expectations and preferences for digital services and willingness to pay for each service category. The respondents were 35 years old on average and owned a car (less than ten years old and in the mid-to-high-end price range).