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



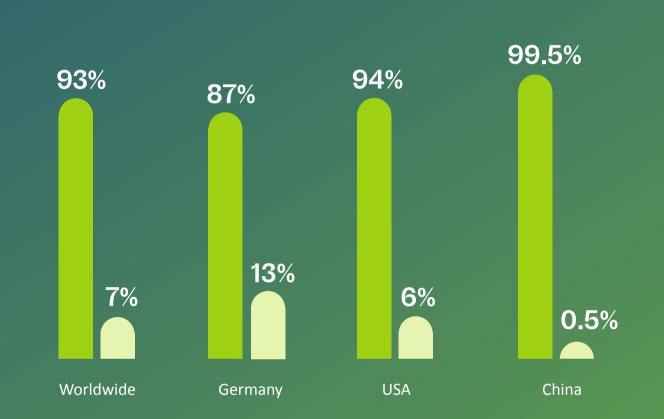


TOP 3 services worldwide

- Real-time traffic information
- Vehicle theft
- Warning systems

General interest in SOTA





SOTA features

General annual willingness to pay for



214€ Germany



300€



353€ China

TOP SOTA features – Importance per category worldwide

91%

Safety & Security

(Features that protect the driver and passengers from danger and harm)



84%

Navigation & Infotainment

(Location-based services, information, weather, and concierge services)



71%

Comfort & Convenience

(Provision of comfort through equipment and features that facilitate the driving experience)



66%

Entertainment

(Features designed for entertaining occupants)

General annual willingness to pay per SOTA category



134€ Safety &

Security



100€ Navigation & Infotainment



131€
Comfort &
Convenience



96€ Entertainment

Preference for the purchasing SOTA services

