

CAR SHOPPERS RATE SAFETY FEATURES HIGH AMONG “MUST HAVE” TECHNOLOGIES FOR NEXT PURCHASE

USB/Auxiliary Ports, Satellite Radio Also Important to KBB.com Visitors

June 2014 – New-vehicle shoppers rank safety and information features like back-up/blind spot cameras, recall advisor, stolen vehicle recovery and collision sensors high among “must have” technologies for their next purchase, reports Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. While 43 percent of consumers rate USB/ auxiliary ports as the No. 1 “must have” feature, safety-related technologies were predominantly found among the top 10.¹

Top 10 “Must Have” Features Rated by Consumers¹

Features	Percent
USB/Auxiliary Ports	43%
Vehicle Diagnostics	40%
Back-Up/Blind Spot Cameras	39%
Bluetooth	39%
Premium Sound/Speakers	33%
Recall Advisor	33%
Driving Directions	28%
Stolen Vehicle Recovery/Immobilization	26%
Collision Sensors	25%
Satellite Radio	21%

“Many car owners are still learning about the high-tech features available in new cars, which makes sense when you consider the average car on the road is more than 10 years old,” said Karl Brauer, senior analyst for Kelley Blue Book’s KBB.com. “But these features will play an increasing role in consumer safety and convenience over the next decade, so educating car shoppers about their functions and benefits should be a top priority for automakers.”

KBB.com survey data also revealed 39 percent of consumers choose a model to buy based on its available in-vehicle technology, including infotainment and navigation.¹

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“Although a vehicle’s infotainment system is not the main draw for a shopper, it can be the deal maker or breaker,” said Arthur Henry, analyst for Kelley Blue Book’s KBB.com. “Younger buyers in particular are tech savvy in other aspects of their life, and these shoppers are looking for an infotainment system that complements their expectations.”

To see KBB.com’s full coverage of the [10 Most Useful In-Car Technologies](http://www.kbb.com/car-news/all-the-latest/10-most-useful-in-car-technologies/), please visit <http://www.kbb.com/car-news/all-the-latest/10-most-useful-in-car-technologies/>.

What Karl Brauer, senior analyst for Kelley Blue Book’s KBB.com had to say about the Report:

“In-car technology, and the interfaces that control it, remains the next big frontier in the automotive industry. The amount of information now available to drivers is nearly limitless, but the management of that information is an ongoing customer satisfaction and safety issue that automakers have yet to fully address. Apple and Google are more experienced in these areas, and their upcoming in-car control systems will mimic a mobile phone’s control interface.

Given the familiarity every smartphone owner has with his or her phone, this evolution makes perfect sense. It will reduce the frustration car owners currently experience with the proprietary systems designed by automakers. I predict a rapid rise in consumer demand for the Apple and Google interfaces once car buyers are exposed to them after consumers realize how effectively their phones work as the basis for an in-car control system.”