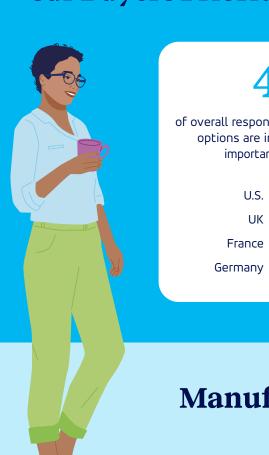


Car Buyers Prioritize and Will Pay for Personalization



43%
of overall respondents say personalization options are important or extremely important in their decision

U.S. 52%
UK 41%
France 41%
Germany 36%

92%
of overall respondents are willing to pay extra for personalized features

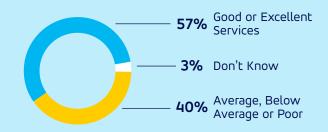
Millennials
Gen Z
94%
Gen X
90%
Baby Boomers
82%

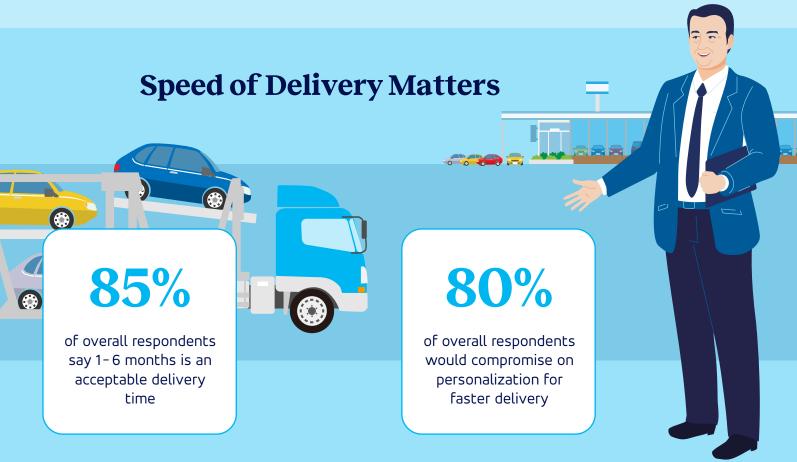
Manufacturers Have Room To Improve Personalization Offerings

The most valued personalization options:



Overall respondent sentiment around the ability of manufacturers to meet personalization requests:





Attitudes Toward Sustainability and Electric Vehicles (EVs) Differ Between the U.S. and Europe

of overall respondents see sustainability and EV options as a primary factor in their purchase decision

However, the U.S. is an outlier:

29%
UK
26%
Germany
28%
France

Interest Rates Influence Buying Decision — and Show a Geographic and Generational Divide

86% of overall

respondents are likely to compromise on personalization to lower the cost of the vehicle due to high interest rates

of overall respondents would delay a purchase due to high interest rates

U.S. 38%

UK 36%

Germany 25%

France 23%

81%
of overall respondents say their car buying decision is influenced by interest rates

Gen Z 90%
Millennials 85%
Gen X 75%

Baby Boomers 57%

The Blue Yonder Consumer Automotive Personalization Survey was fielded by a third-party provider in September 2024. Blue Yonder surveyed 1,000+ consumers per market in the U.S., UK, France and Germany



(4,000+ total) to gather insights on how trends in car personalization are impacting their buying decision.