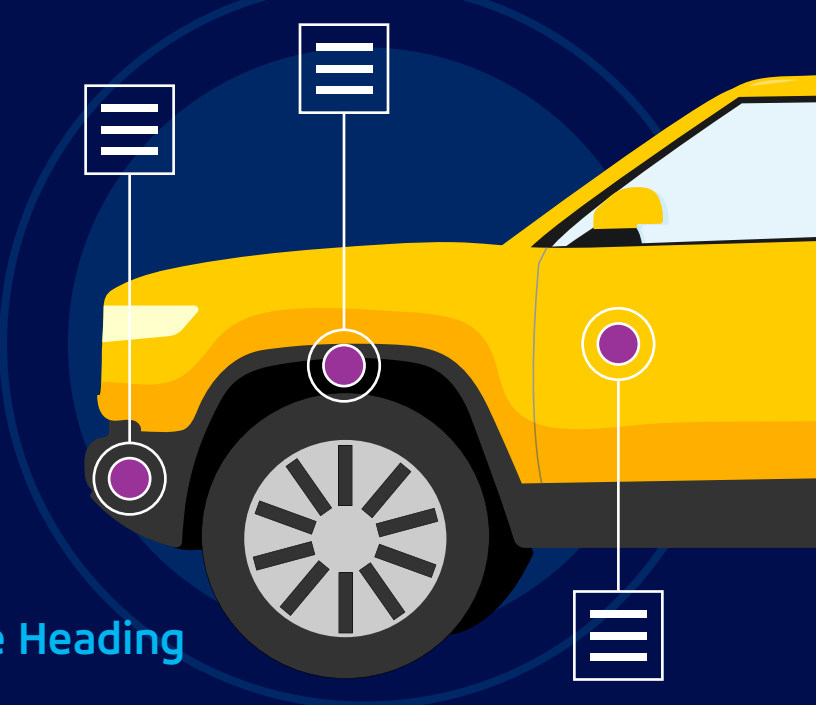
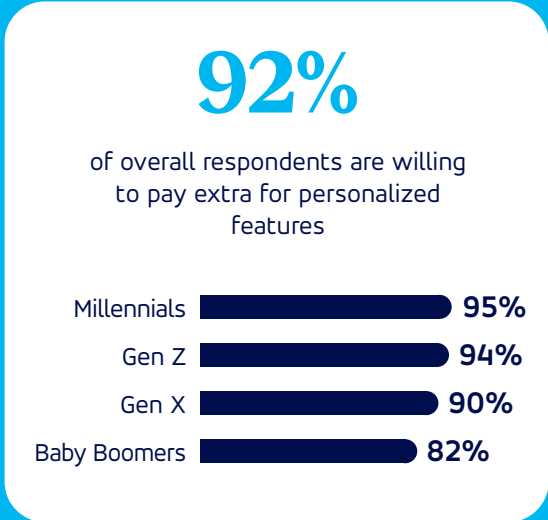
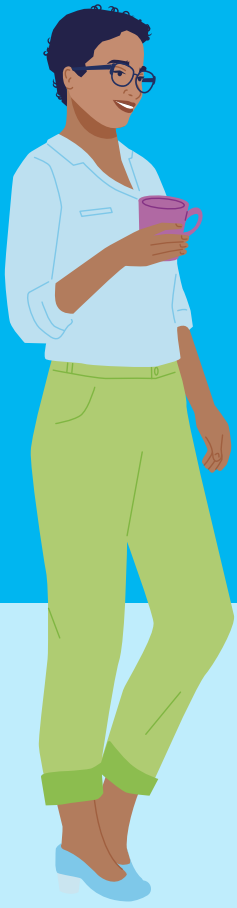


Automotive Personalization Survey

Personalization Versus Value — Where Automotive Consumers Are Heading

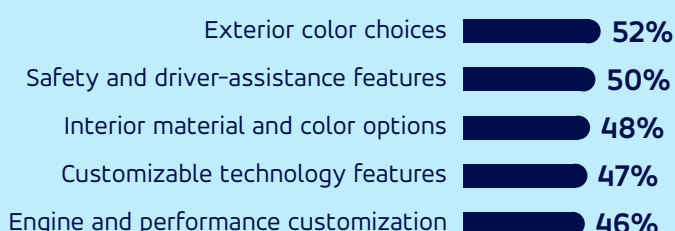


Car Buyers Prioritize and Will Pay for Personalization

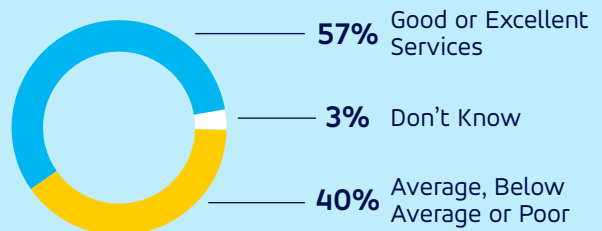


Manufacturers Have Room To Improve Personalization Offerings

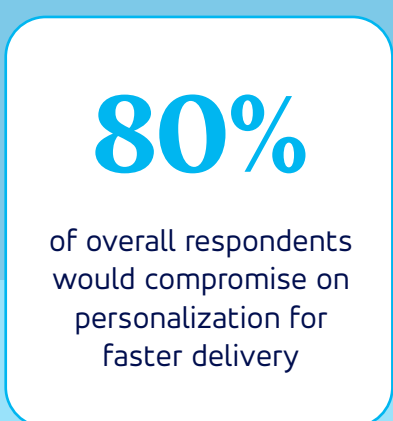
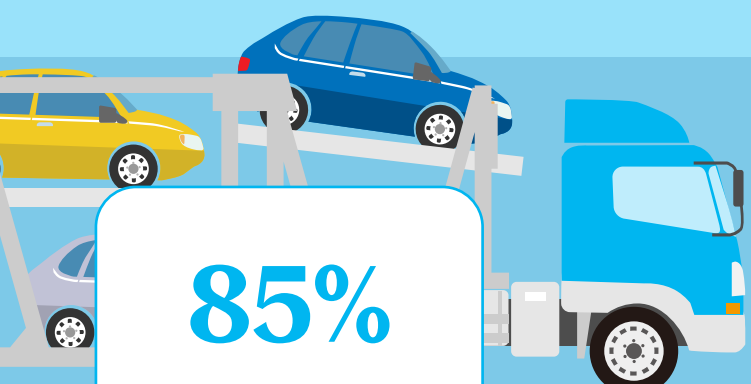
The most valued personalization options:



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



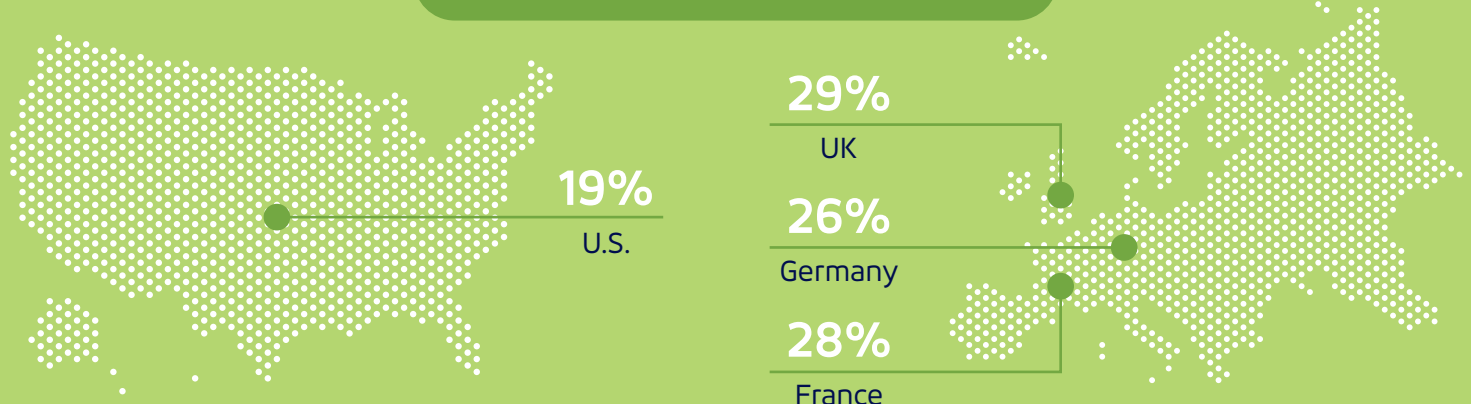
Speed of Delivery Matters



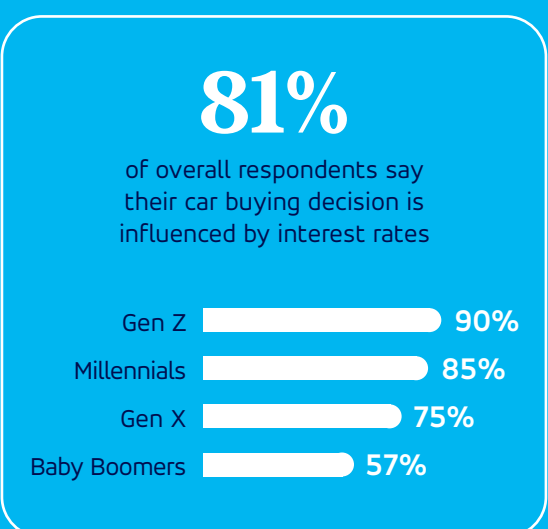
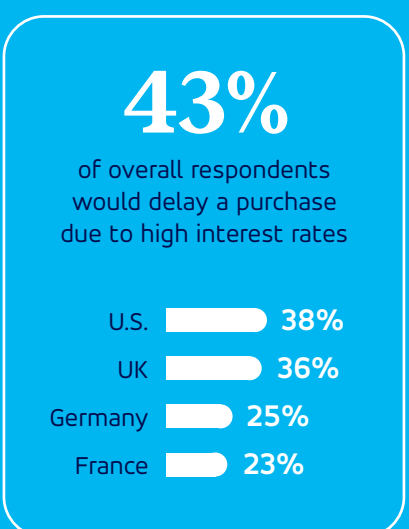
Attitudes Toward Sustainability and Electric Vehicles (EVs) Differ Between the U.S. and Europe

25% of overall respondents see sustainability and EV options as a primary factor in their purchase decision

However, the U.S. is an outlier:



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



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.

