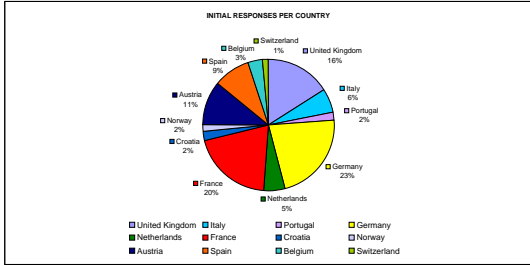
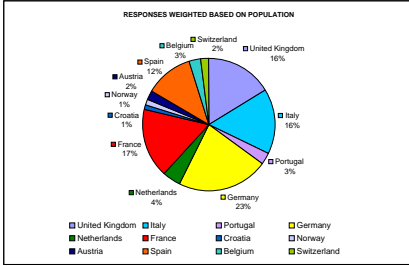


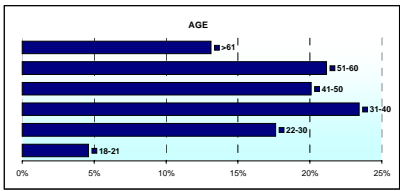
United Kingdom	16%
Italy	6%
Portugal	2%
Germany	22%
Netherlands	5%
France	20%
Croatia	2%
Norway	2%
Austria	1%
Spain	9%
Belgium	4%
Switzerland	2%
100%	



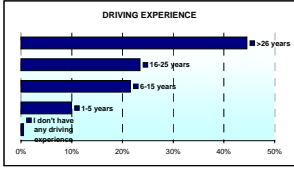
United Kingdom	16%
Italy	16%
Portugal	3%
Germany	22%
Netherlands	4%
France	17%
Croatia	1%
Norway	1%
Austria	2%
Spain	12%
Belgium	3%
Switzerland	2%
100%	



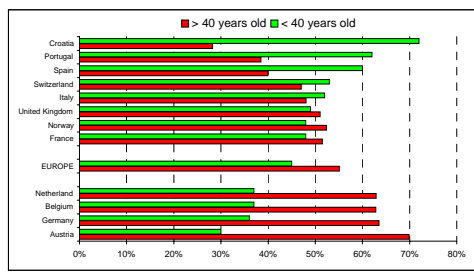
18-21	4,6%
22-30	17,6%
31-40	23,4%
41-50	28,1%
51-60	21,2%
>61	13,1%



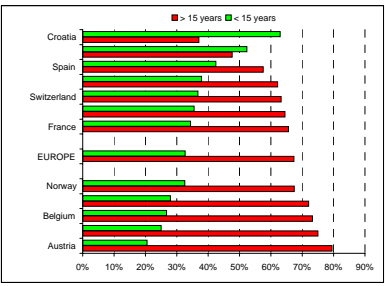
I don't have any driving experience	0,5%
1-5 years	9,9%
6-15 years	21,6%
16-25 years	23,4%
>25 years	44,5%



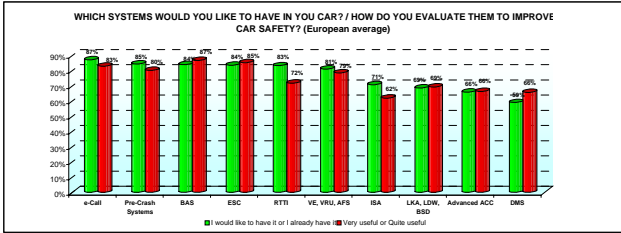
< 40 years old	> 40 years old	
Austria	30%	69,6%
Germany	36%	63,54%
Belgium	37%	62,95%
Netherlands	37%	62,95%
EUROPE	45%	55,11%
France	48%	51,52%
Norway	48%	52,38%
United Kingdom	49%	51,03%
Italy	52%	48,02%
Switzerland	53%	47,01%
Spain	60%	39,92%
Portugal	62%	38,46%
Croatia	72%	28,44%



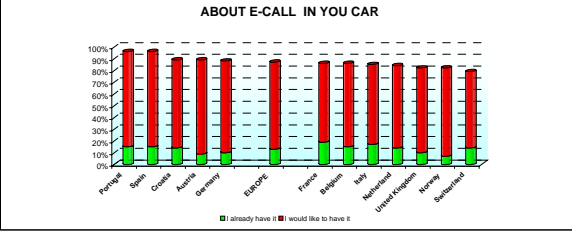
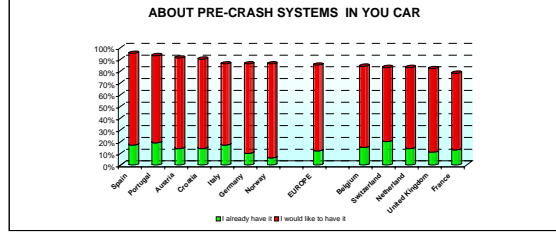
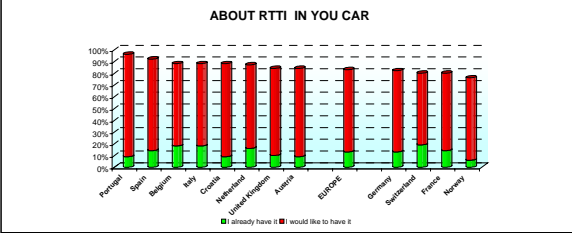
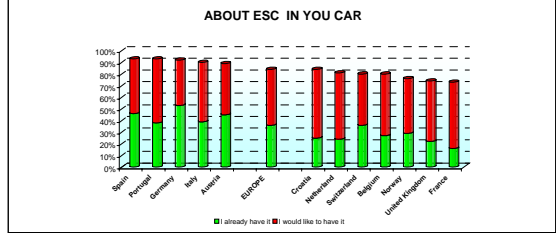
< 15 years	> 15 years	
Austria	20,56%	79,44%
Germany	24,97%	75,03%
Belgium	25,11%	73,92%
Netherlands	28,01%	71,99%
Norway	32,54%	67,46%
EUROPE	32,68%	67,32%
France	34,35%	65,65%
Italy	35,49%	64,51%
Switzerland	36,75%	63,25%
United Kingdom	37,84%	62,16%
Spain	42,42%	57,58%
Portugal	52,31%	47,69%
Croatia	62,84%	37,16%



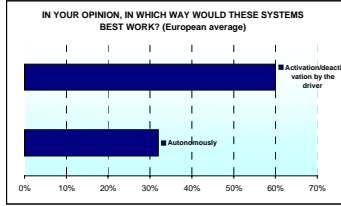
Very useful	I already have it	Quite useful	I don't have it and I'd like to have it	Very useful or I already have it	I would like to have it
e-Call	58,2%	13,3%	24,8%	73,8%	83,00%
Pre-Crash Systems	52,1%	12,2%	25,1%	72,3%	80,20%
BAS	61,70%	25,60%	25,10%	55,40%	86,80%
ESC	60,00%	36,20%	25,20%	47,50%	85,30%
RTTI	34,2%	34,6%	70,2%	71,80%	83,30%
VE, VRU, AFS	46,7%	9,2%	31,9%	71,2%	78,60%
ISA	32,3%	1,8%	63,0%	62,00%	79,80%
LKA, LDW, BSD	37,3%	4,9%	32,1%	63,7%	68,60%
Advanced ACC	36,0%	5,1%	30,4%	59,8%	66,40%
DMS	40,0%	6,7%	25,8%	52,4%	65,80%



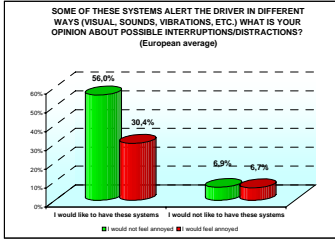
Spain	46,00%	47,00%	93,00%	16,00%	87,00%	17,00%	78,00%	95,00%	15,00%	81,00%	96,00%
Portugal	38,00%	55,00%	92,00%	14,00%	78,00%	19,00%	74,00%	93,00%	15,00%	81,00%	96,00%
Germany	53,00%	39,00%	90,00%	18,00%	70,00%	14,00%	77,00%	91,00%	14,00%	80,00%	99,00%
Italy	39,00%	51,00%	90,00%	18,00%	70,00%	14,00%	76,00%	90,00%	9,00%	80,00%	89,00%
Belgium	45,00%	44,00%	89,00%	9,00%	79,00%	17,00%	69,00%	86,00%	10,00%	86,00%	91,00%
Austria	45,00%	44,00%	89,00%	9,00%	79,00%	17,00%	69,00%	86,00%	10,00%	86,00%	91,00%
EUROPE	36,00%	48,00%	84,00%	10,00%	74,00%	6,00%	80,00%	85,00%	13,00%	74,00%	87,00%
France	29,00%	59,00%	84,00%	13,00%	70,00%	12,00%	73,00%	85,00%	18,00%	67,00%	86,00%
Netherlands	24,00%	57,00%	81,00%	13,00%	70,00%	15,00%	71,00%	84,00%	15,00%	71,00%	86,00%
Norway	27,00%	53,00%	80,00%	11,00%	69,00%	20,00%	63,00%	83,00%	14,00%	70,00%	84,00%
United Kingdom	29,00%	47,00%	76,00%	19,00%	61,00%	14,00%	69,00%	83,00%	10,00%	72,00%	82,00%
Switzerland	22,00%	52,00%	74,00%	16,00%	65,00%	11,00%	71,00%	82,00%	7,00%	75,00%	82,00%
Croatia	16,00%	57,00%	73,00%	10,00%	70,00%	13,00%	70,00%	78,00%	14,00%	65,00%	79,00%



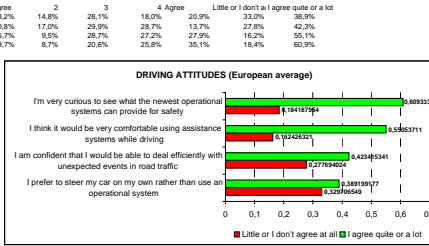
Autonomously Activation/deactivation by the driver



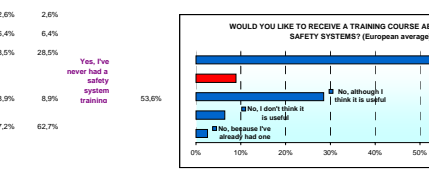
I would like to have it / I would not like to have it



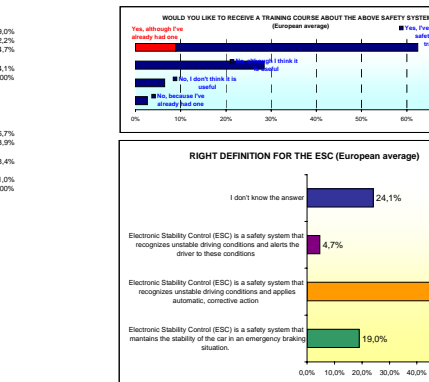
I prefer to steer my car / I am confident that I can deal with unexpected events in road traffic



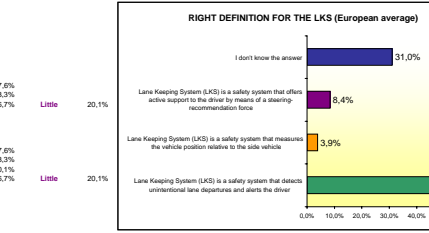
No, because I've already had one / Yes, I've never had a safety system training



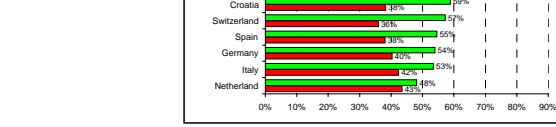
Electronic Stability Control / Lane Keeping System / I don't know the answer



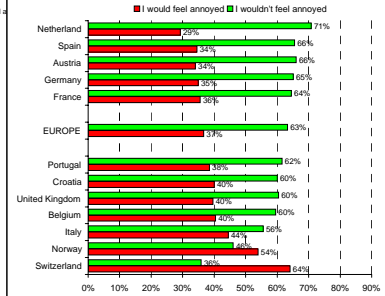
A lot / Quite / Little / None at all



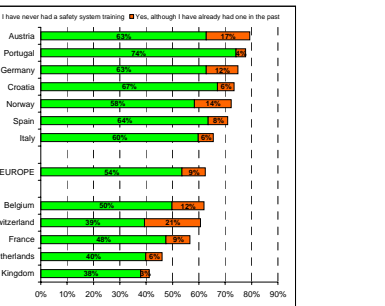
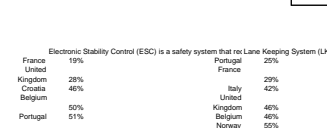
Autonomous Activation/deactivation by the driver



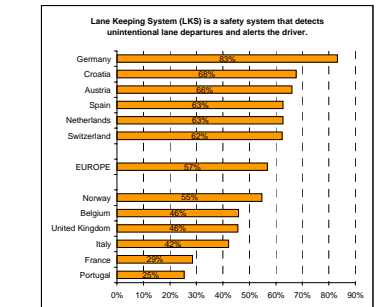
I would feel annoyed / I wouldn't feel annoyed



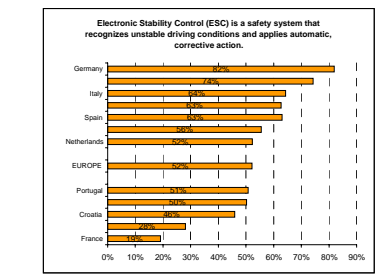
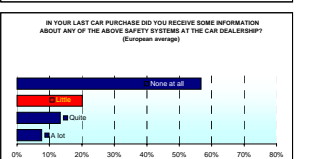
Yes, I have never had a safety system training / Yes, although I have already had one in the past



Electronic Stability Control (ESC) is a safety system that recognizes unstable driving conditions and alerts the driver to these conditions

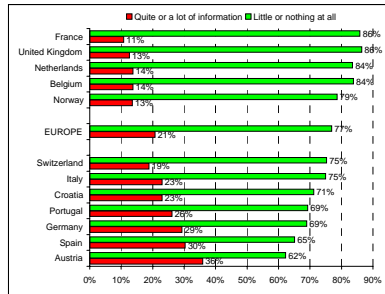
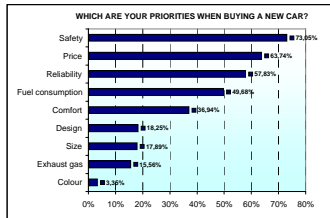


IN YOUR LAST CAR PURCHASE DID YOU RECEIVE SOME INFORMATION ABOUT ANY OF THE ABOVE SAFETY SYSTEMS AT THE CAR DEALERSHIP? (European average)

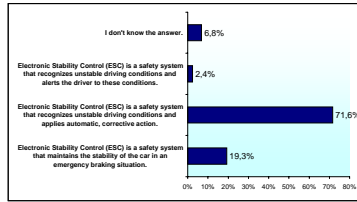


	I don't have a lot at all	Little	Quite a lot	A lot	Little or nothing	Quite or a lot of information
Austria	2%	40%	22%	20%	16%	62%
Spain	5%	37%	28%	21%	9%	30%
Germany	2%	48%	21%	18%	12%	69%
Portugal	5%	45%	25%	20%	6%	26%
Croatia	6%	46%	22%	14%	9%	23%
Italy	2%	52%	23%	15%	8%	23%
Switzerland	6%	54%	21%	10%	9%	19%
EUROPE	2%	57%	20%	13%	8%	77%
Norway	8%	53%	25%	10%	3%	13%
Belgium	3%	55%	22%	10%	3%	14%
Netherlands	3%	63%	21%	10%	4%	14%
United Kingdom	1%	71%	15%	8%	5%	13%
France	3%	67%	18%	8%	3%	11%

- Yes 3,30%
- Colour 15,95%
- Exhaust gas 17,89%
- Size 18,25%
- Design 36,94%
- Comfort 49,88%
- Fuel consumption 57,83%
- Reliability 63,74%
- Price 73,05%
- Safety



Electronic Stability Control (ESC) is a safety system that recognizes unstable driving conditions and alerts the driver to these conditions. 19.3% 71.6% 2.4% 6.8%



- No, because I've already had one 2.6%
- No, I don't think it is useful 6.4%
- No, although I think it is useful 28.5%
- Yes, although I've already had one 8.9%
- Yes, I've never had a safety system training 53%
- Yes, I've never had a safety system training

