# Rev up to win in the automotive sector Japan



### Key emerging trends



Purchase next vehicle online



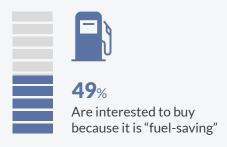
Interested in a vehicle with self-driving capabilities



Interested in alternative fuel vehicle in near future

#### Attitude towards alternative fuel engine vehicle







# Propensity to buy in-vehicle technology vehicle



**56**% Consider a car with latest in-vehicle technology



Completely agree that in-vehicle technology makes driving safer



19% Completely agree that in-vehicle technology makes driving more enjoyable

## Keys to securing sales today, in the face of COVID-19 uncertainty

21%



58% Free maintenance program



Zero percent interest payment for contract



35% Lease pull ahead program

Survey period: November 2020

Source: Auto Syndicated Monitor (Japan)

Contact: Derek.Wilm@gfk.cor