



**Continental**  
The Future in Motion



**Continental Mobility  
Study 2018**

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## Overview

The Continental Mobility Study series is a continuous regular survey report targeting drivers and people in an international context from different perspectives. It aims to provide trend thinking for global mobility. The title of the Continental Mobility Study 2018 is "Where are we heading? Pathways to the mobility of tomorrow." Infas, the market and social research institute was commissioned by the Continental Group to conduct a representative survey of drivers in China, Japan, Germany, and the USA. Experts from the science and automotive industry were also interviewed. This makes the study one of the most comprehensive of its kind worldwide concerning the questions of drivers and how they see things, automated driving, interconnectivity and data use, mobility solutions and robo-taxis, and drive technology.

# Drivers And How They See Things

Fun, stress, and superman – the emotions of Chinese drivers are complex



**Helmut Matschi**

Member of the Continental Executive Board, Head of the Interior Division



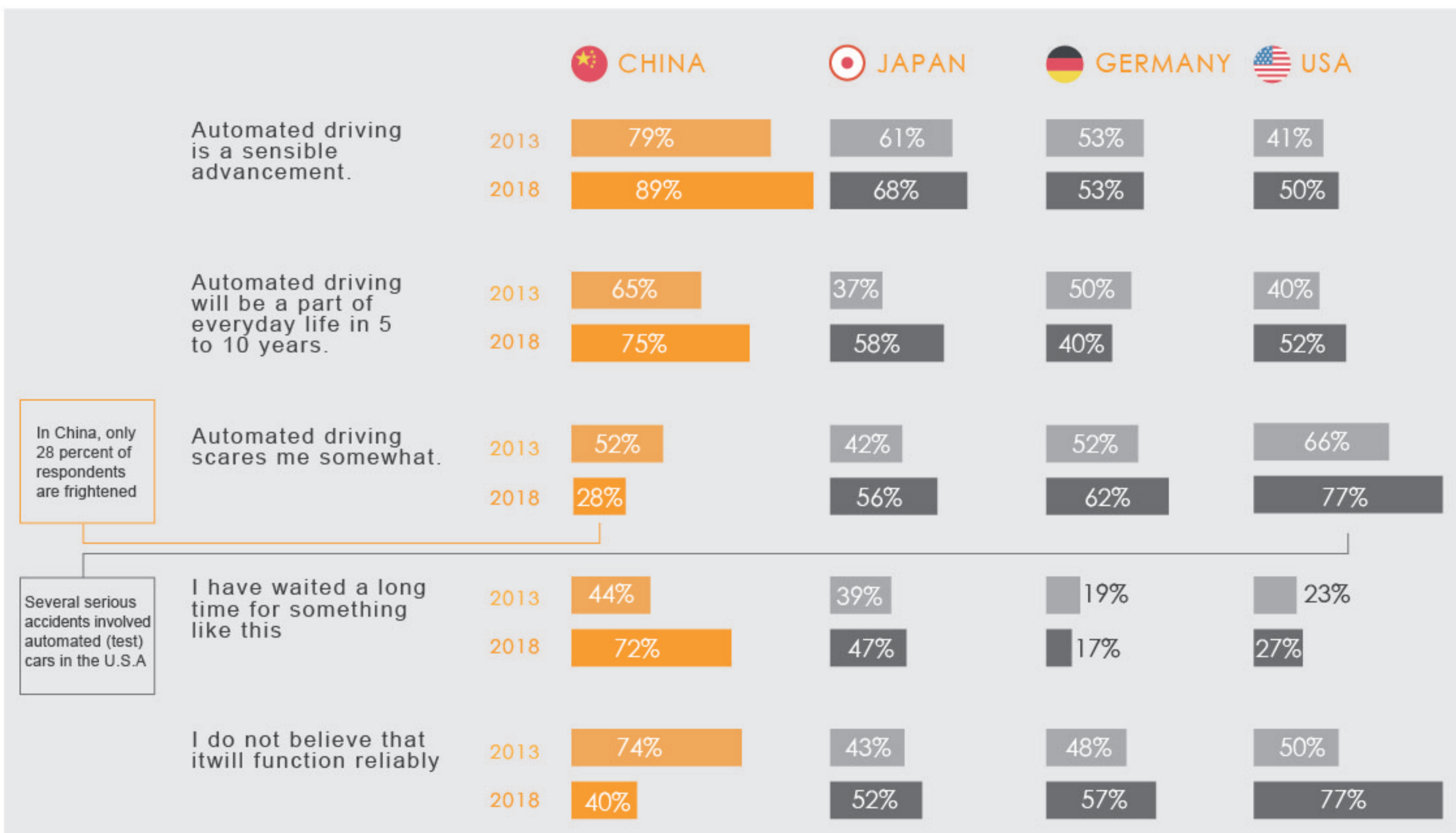
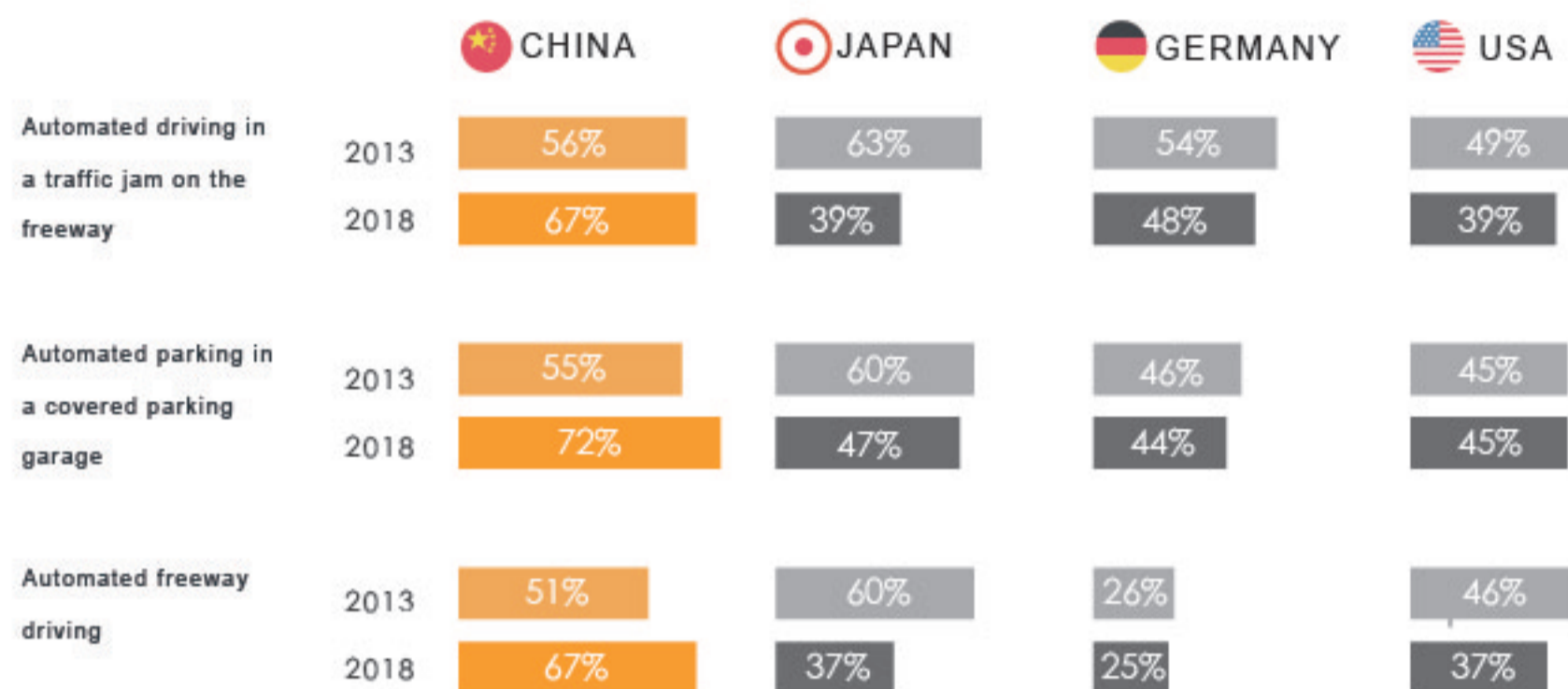
Intelligent mobility solutions and automated driving functions are an effective means of reducing the stress factor. Thanks to total connectivity, drivers are more relaxed, which ultimately puts the fun back into driving. The driver retains control over whether to drive themselves or be driven.”



# Automated Driving

## Very positive feelings among Chinese drivers about automated driving

86 percent would consider allowing electronics to take the pressure off them in monotonous or stressful driving situations. A mere minority of roughly 40 percent of the respondents expressed doubts about technical reliability, and less than a third expressed concerns. Chinese and Japanese drivers are more optimistic about automated driving than other countries. The figure stands at 89 percent in China compared with 79 percent five years ago. Respondents from Germany and USA are a lot more skeptical, particularly with regard to technical feasibility, and some express serious concerns.

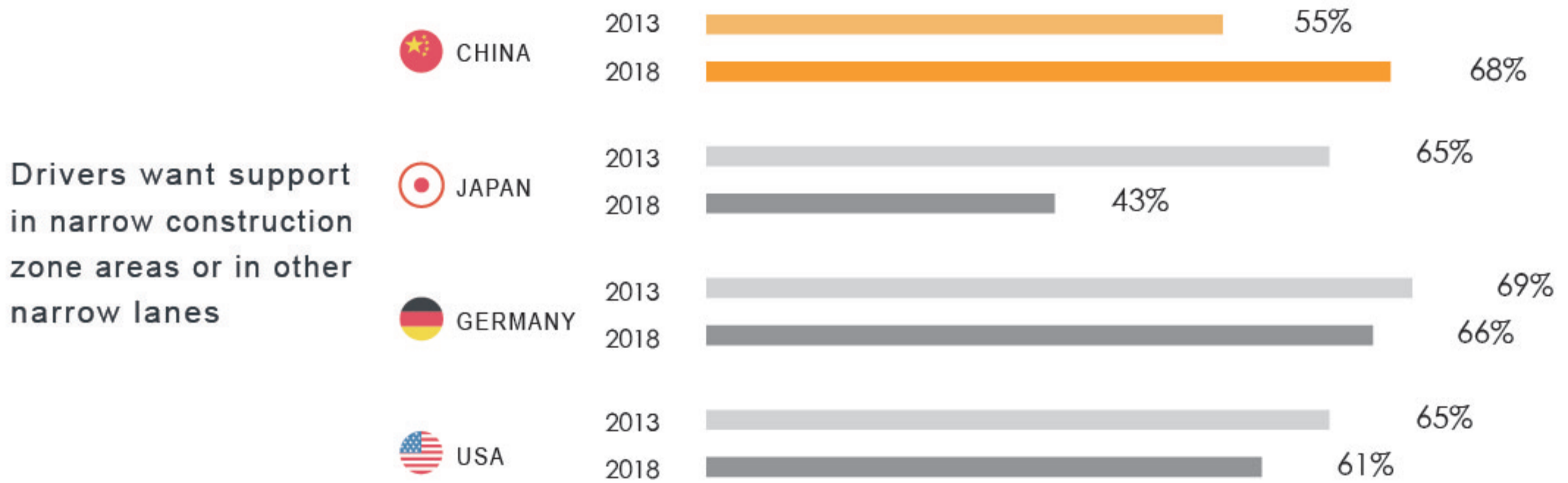
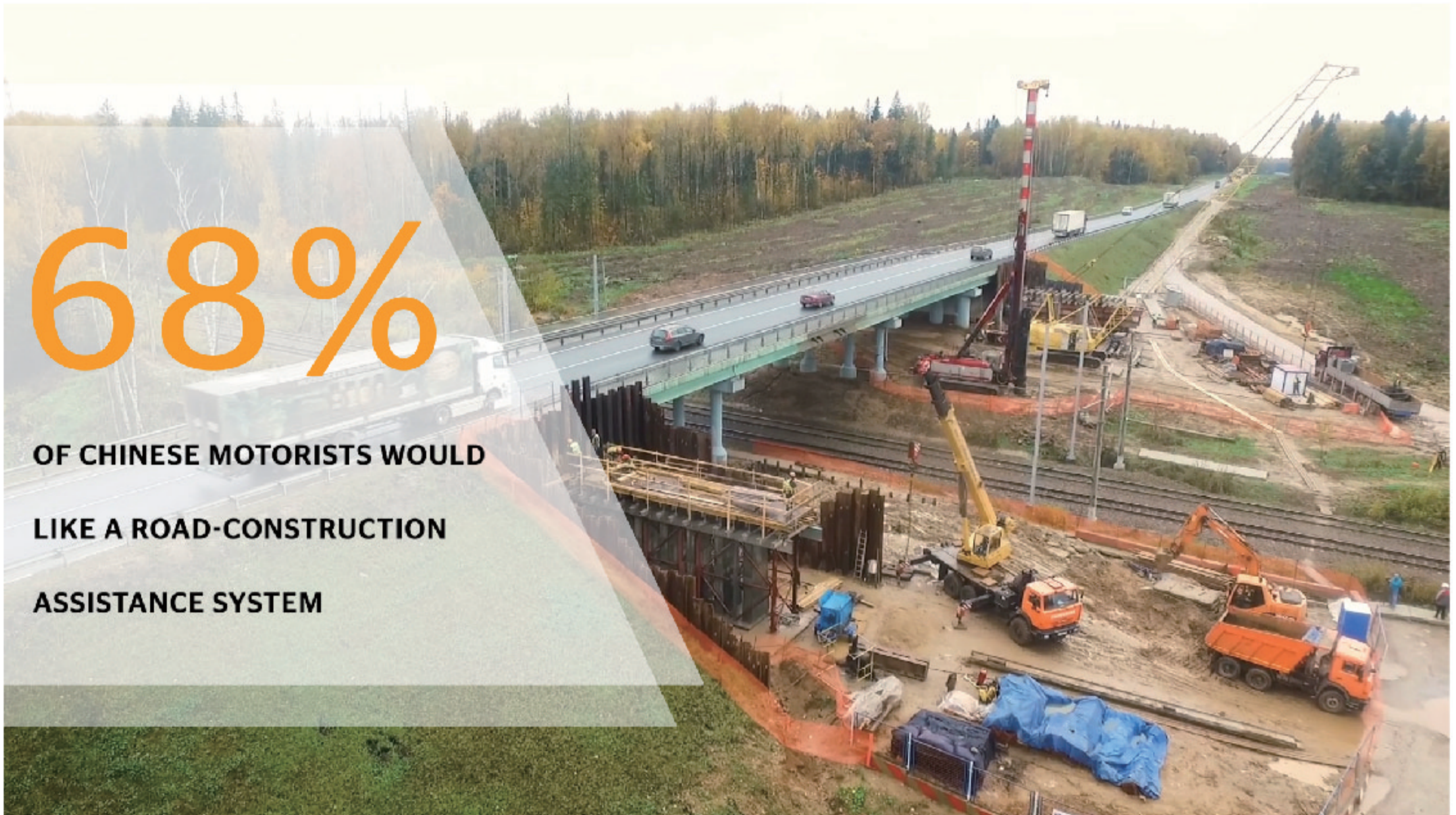


**Elmar Degenhart**  
Continental CEO

“The results of our mobility study show that trust in new technologies for the mobility of the future is of enormous importance. New developments must therefore be introduced onto the roads in a responsible way. The technologies have to be safe, robust, and reliable. Many drivers are unaware that accident figures are already being drastically reduced by current advanced driver assistance systems such as emergency brake assist, blind spot warning systems, and lane-keeping assistants. As understanding increases, so too does acceptance.”

# Advanced driver assistance systems are extremely popular

Approval rates in China have risen from 55 to 68 percent over the last five years. In the U.S.A. and Germany, they have remained more or less stable in the same period. Japan is the only country where fewer drivers (43 percent) would use an advanced driver assistance system of this kind compared to five years ago (65 percent).



**Frank Jourdan**

Member of the Continental Executive Board, Head of the Chassis & Safety Division

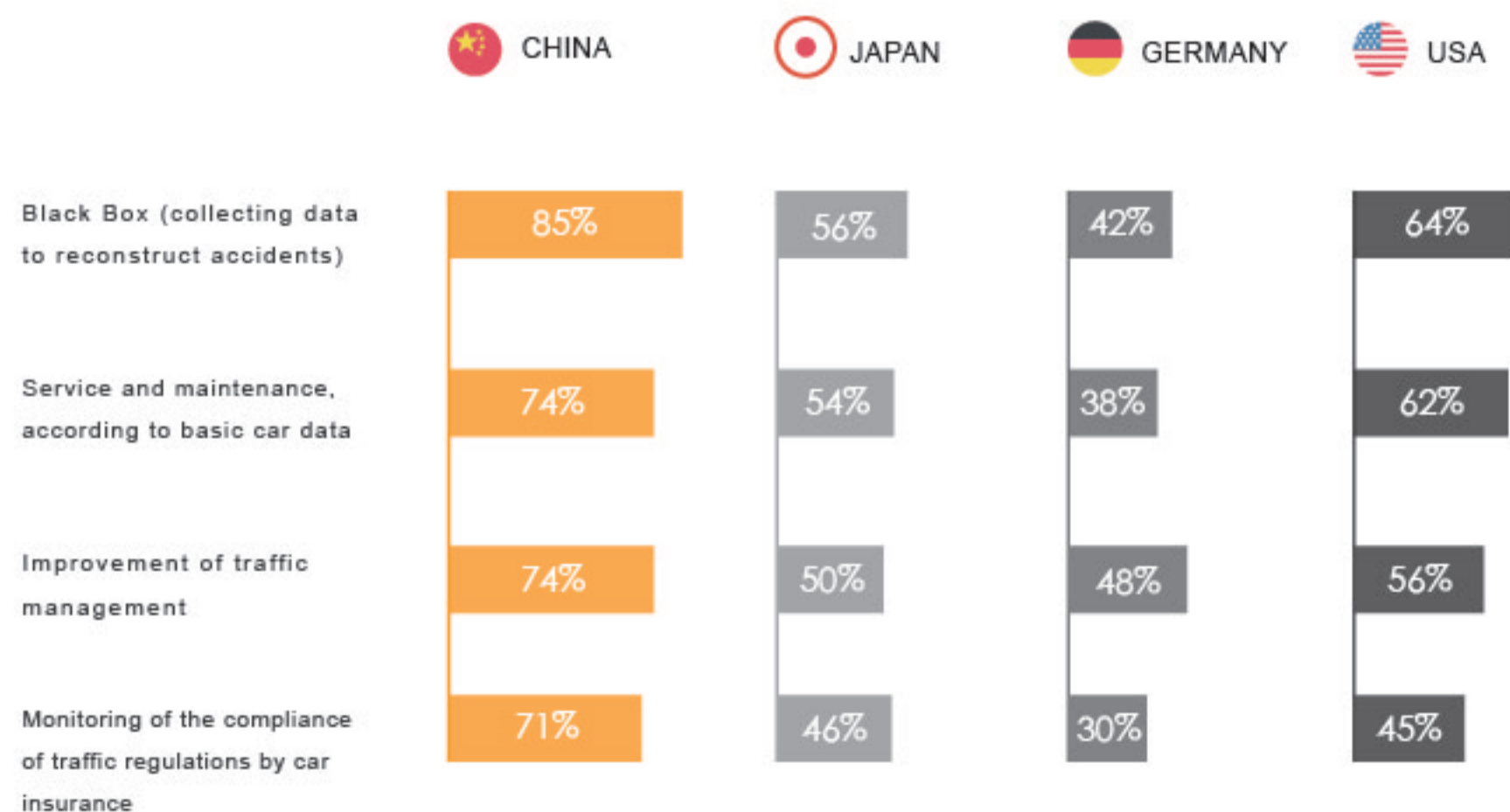
“Advanced driver assistance systems increase safety and have already prevented many accidents. Emergency brake assists are valuable in avoiding rear-end collisions. The anticipatory system identifies an impending risk, warns the driver, and supports emergency braking or brakes itself if the driver does not respond in time.”

# Interconnectivity And Data Use

Chinese motorists in the survey are open to sharing their driving behavior data for specific purposes



**Question:** Are you willing to share personal data for the following purposes?



## Helmut Matschi

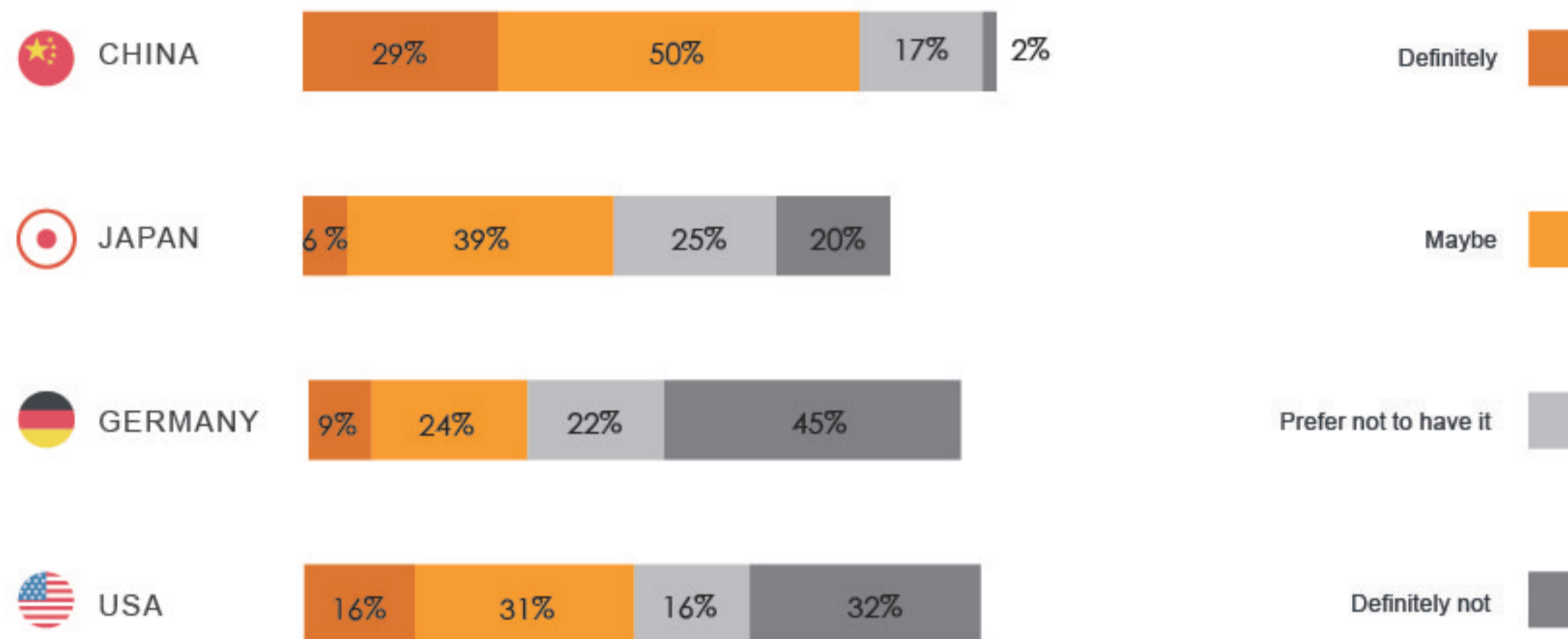
Member of the Continental Executive Board,  
Head of the Interior Division

“ Motorists are facing a dilemma. The ability to enjoy the benefits of offerings and services based on connected data also often requires drivers to share personal data. But many motorists are not prepared to do this, even though sharing data is something we do every day when using smartphones and social media. This motivates us to place the emphasis on data security and to communicate this among all age groups.”

# Mobility Solutions And Robo-Taxis

Chinese people surveyed enthusiastic about robo-taxis and open to carsharing and carpooling

**Question:** Are you willing to travel through the city in a "robot taxi"?

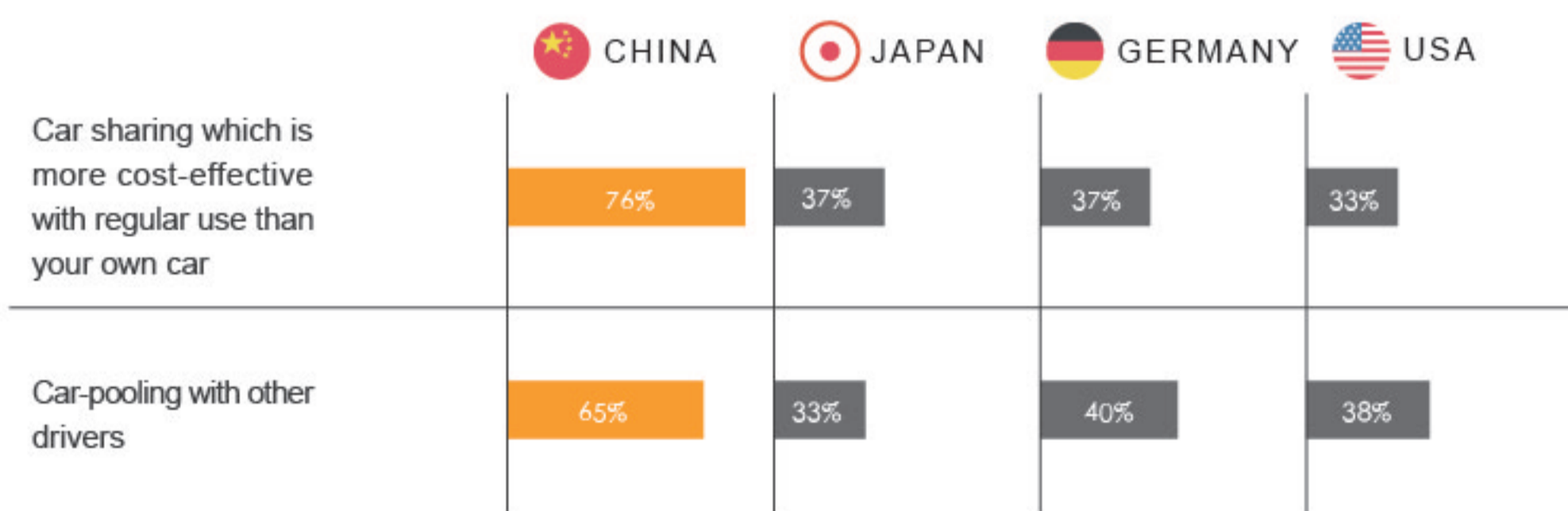


In the U.S.A. and Japan, more than half of city dwellers stated that they would use a driverless taxi. In Germany, only a third of respondents are open to traveling in robo-taxis.



Three out of four motorists in China are open to existing mobility solutions such as carsharing and carpooling. Opinions are very different among drivers in the U.S.A., Germany, and Japan, where only around a third would use services like this.

**Question:** Thinking about the routes you take during your day to day life, which of the following options seems like a suitable solution for you personally in the future?



**Elmar Degenhart**  
Continental CEO

“  
We are convinced that driverless vehicles will form the backbone of the transportation of people and goods in the ever-expanding metropolitan regions in the future. As part of modern mobility, robo-taxis will help to not only reduce traffic jams, accidents, and air pollution, but also free up parking spaces in cities. The Continental mobility study shows that many people are open to this concept. Test drives with our CUBE (Continental Urban Mobility Experience) platform at IAA Commercial Vehicles 2018 and the Frankfurt University of Applied Sciences (Frankfurt UAS) have received excellent feedback from passengers.”





# Drive Technology

When it comes to choosing the engine type of their next car, motorists tend to stick to what they know.



The tendency to stick to what you know is even more dramatic among motorists in the U.S.A., where 90 percent of respondents would opt for the same engine type again, where as the figure is more than 80 percent in Germany. Japan is the only country in which at least a quarter of respondents said they would consider a different type of engine.

·Would you buy a vehicle with the same type of drive configuration as your current one in the future?



**Andreas Wolf**  
CEO of Continental Powertrain

“The results clearly show that motorists nowadays still tend to be conservative when choosing engine types and stick to what they know. This is something that must be considered in the move toward electric mobility, along with long-standing concerns regarding vehicle range. Yet we envisage much higher acceptance of alternative drivetrain concepts in the years to come, when there is a broader range of vehicles available and the general conditions become more attractive – such as tax breaks for company cars.”

2018

Continental Mobility Study