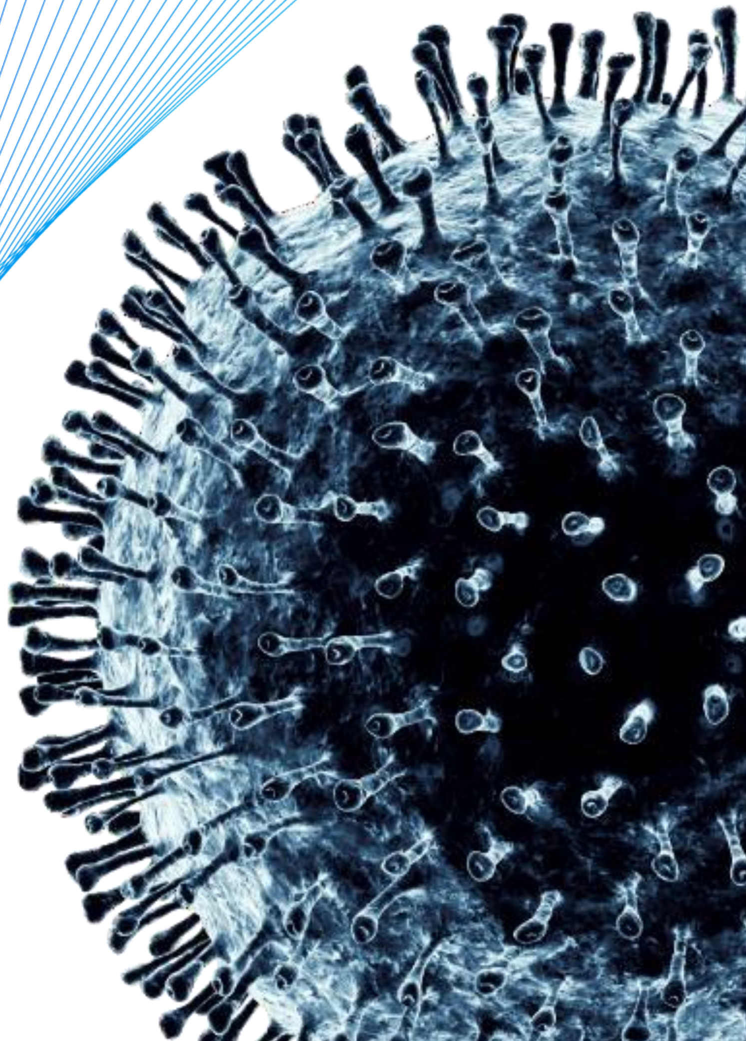
McKinsey & Company

COVID-19 Auto & Mobility Consumer Insights

Results from consumer survey June 16-18, 2020

Updated: June 29, 2020



- **COVID-19 is first and foremost a major humanitarian challenge.** Thousands of health professionals are battling the virus, putting their own lives at risk. Overstretched health systems will need time and help to return to a semblance of normalcy.
- **Solving the humanitarian challenge is, of course, priority #1.** Much remains to be done globally to respond and recover, from counting the humanitarian costs of the virus, to supporting the victims and families, to finding a vaccine.
- **This document is meant to help with a narrower goal: provide consumer insights during the current COVID-19 situation.** In addition to the humanitarian challenge, there are implications for the wider economy, businesses, and employment. This document includes consumer insights from a survey conducted between May 9-17, May 27-29 and June 16-18 in US, UK, DE, FR, IT, CN, JP.

Scope of global COVID-19 Auto & Mobility Consumer Survey

Markets

7 global markets:

US, UK, DE, FR, IT, CH, JP

Pulse Survey

5 bi-weekly waves

Wave 1: May 9-17

Wave 2: May 27-29

Wave 3: June 16-18

Respondents

>8k respondents per wave

1k+ respondents per market, thereof

- 1,000 mobility participants[1]
- 400 car purchase intenders[2]

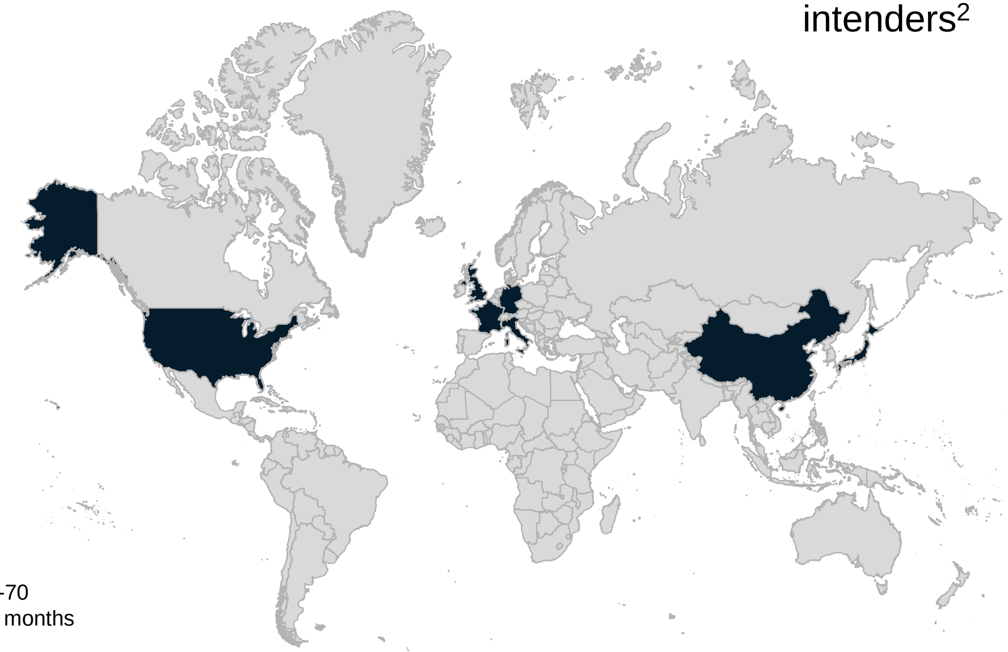
Questions

20+ questions on mobility behavior

20+ questions on car purchase intent

10 questions on aftersales behavior

10 questions on screening, demographics, COVID-19 impact



1. Demographically representative sample of respondents between age 18-70
2. Consumers having planned or planning to buy/lease a car in the next 12 months

Source: McKinsey Global COVID-19 Automotive Consumer Survey

Executive summary

Car buying

- Car purchase intent at 14% below pre-COVID-19 level for new cars and -8% for used car, both recovering since last survey; ~-25% vs. pre-COVID-19 in US, UK, IT; DE and FR recovering; CN stable – demand for used cars appears more robust in US and Asia; in Europe new car demand with stronger recovery
- Demand level from lower-income households aligning to higher-income; slightly higher level of cancellations
- Average duration of delay is stabilizing, with an increased share of consumers delaying up to 3 months; delays due to health concerns keep decreasing (-5 to 10pp vs. prev. month is US, EU), while financial concerns become more relevant
- Increasing share of consumers observes higher discounts in US and EU; premium and volume segment in line; most consumers demand for discounts up to 20%
- A third of consumers plans to spend less – trend stable
- Digital becomes more important along the entire purchase funnel; less than a third of younger consumers prefer conducting car sales & aftersales in person at a dealership
- Multifold reasons drive in-person interaction preference – physical experience in early stages, dealer guidance and offers in later stages

After-market

- Aftermarket appears stable; on average, ~15% of consumers plan to postpone maintenance & repair, > ~25% to do additional work – trend improving vs. previous survey waves
- Consumers anticipate to increase online ordering of parts and DIY work

Mobility

- 62% of respondents travel less than before COVID-19; mobility slowly picking up (-10pp consumers traveling less vs. 1M)
- Post-COVID-19, consumers are likely to return to pre-COVID-19 habits; walking, biking, and micromobility might potentially become more popular
- Consumers are likely to shift from airplanes and trains for intercity travelling to an increased use of private vehicles
- A third of consumers values constant access to a private vehicle more than before COVID-19, esp. younger and female consumers

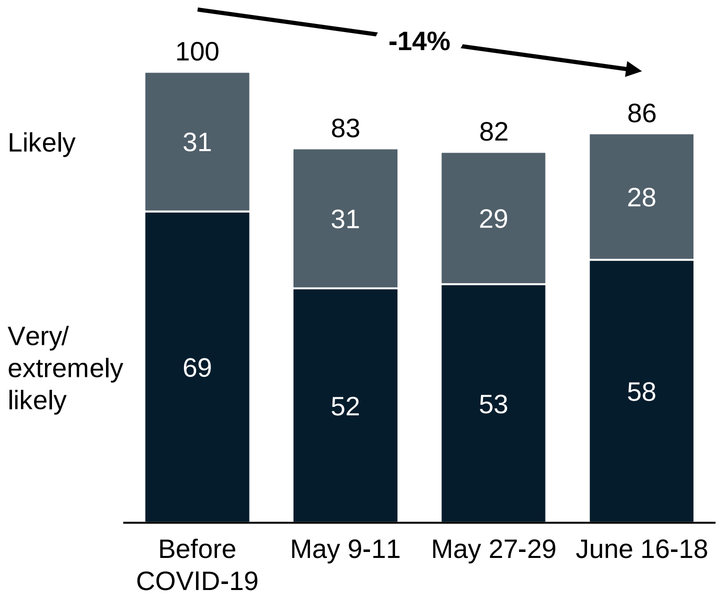
Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 9-17, May 27-29, June 16-18)

Consumer’s car purchase intent and mobility below pre-COVID-19 levels but recovering

Car buying

New car purchase intent[1,2]

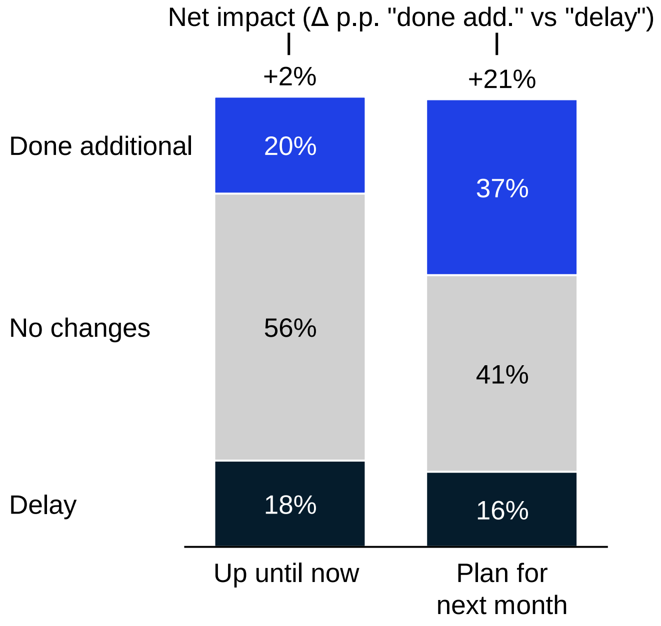
Percent of respondents



Aftermarket

Changes in maintenance and repair since beginning of COVID-19[3]

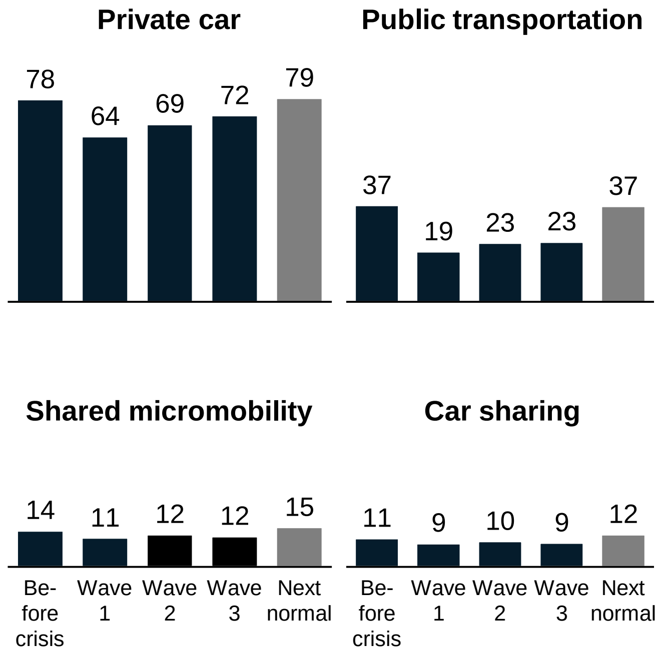
% of respondents



Mobility

Change mobility mode use

% of respondents using mode ≥ once/week



1.Q: Before the COVID-19 / COVID-19 crisis started, how likely were you to buy a new car? 2 Q: During or after the COVID-19 / COVID-19 crisis, how likely will you be to buy a new car?
3 Q: What type of maintenance, repair and improvement work have you delayed or done additionally?
Sampled to match gen pop 18+ years within markets; individual markets weighted based on 2019 car market size, figures may not sum to 100% because of rounding

Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 9-17, May 27-29, June 16-18)

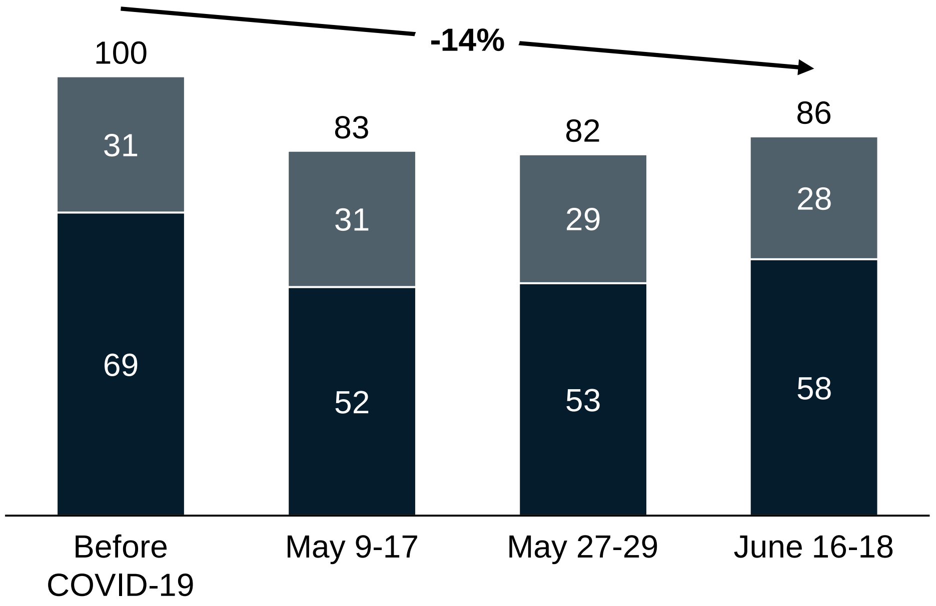
Contents

New car purchase intent 14% below pre-COVID-19 level but recovering – used car demand slightly more robust (driven by CN)

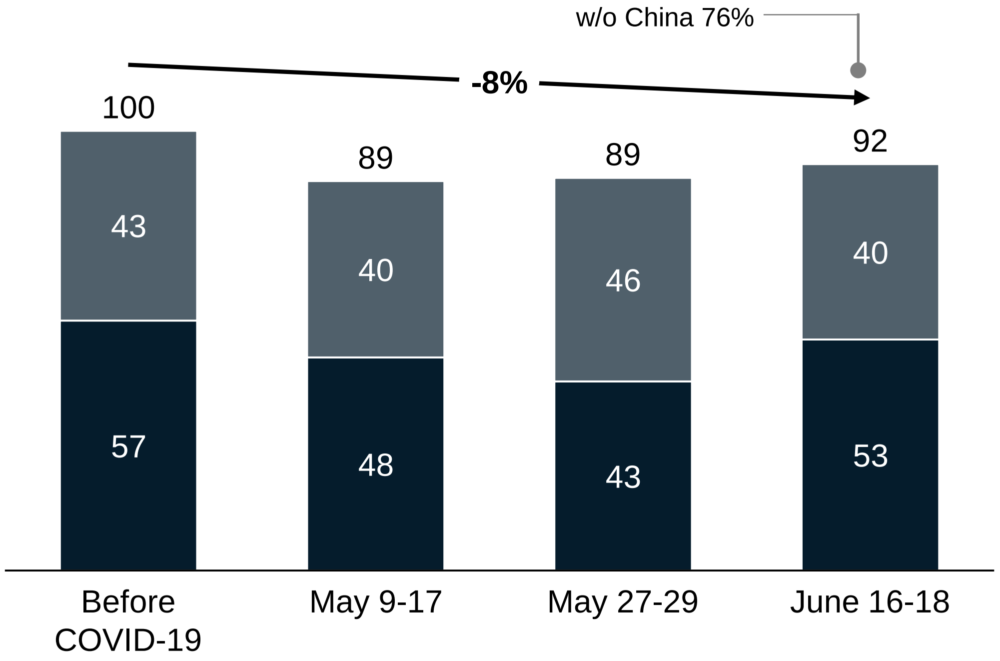
Car purchase intent vs. pre-COVID-19 level [1,2]
Percent

Likely | Very/extremely likely | → Change in %

New cars



Used cars

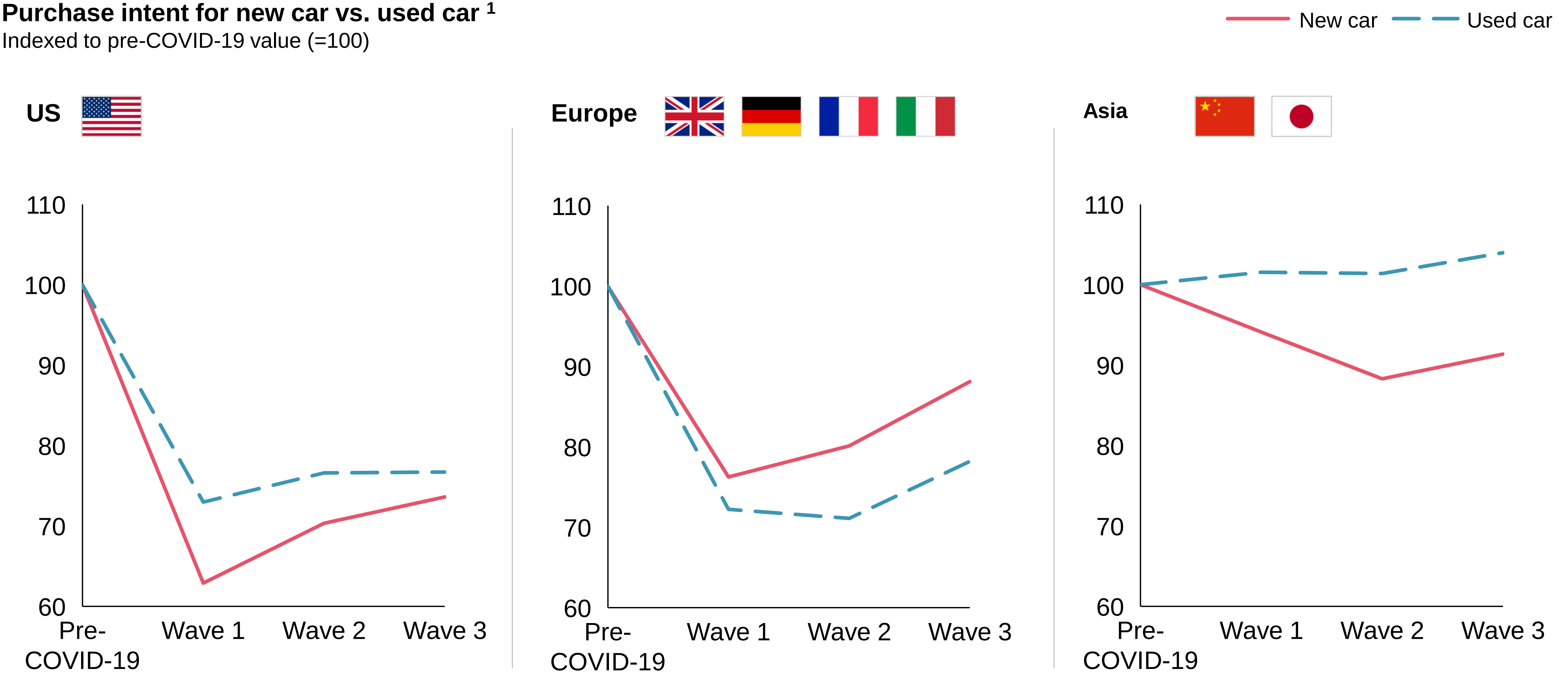


1.Q: Before the COVID-19 crisis started, how likely were you to buy a new car? [used]
2 Q: During or after the COVID-19 crisis, how likely will you be to buy a new car? [used]
Sampled to match gen pop 18+ years within markets; individual markets weighted based on 2019 car market size

Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 9-17, May 27-29, June 16-18)

Demand for used cars appears more robust in US and Asia; in Europe new car demand with stronger recovery

Purchase intent for new car vs. used car [1]
Indexed to pre-COVID-19 value (=100)



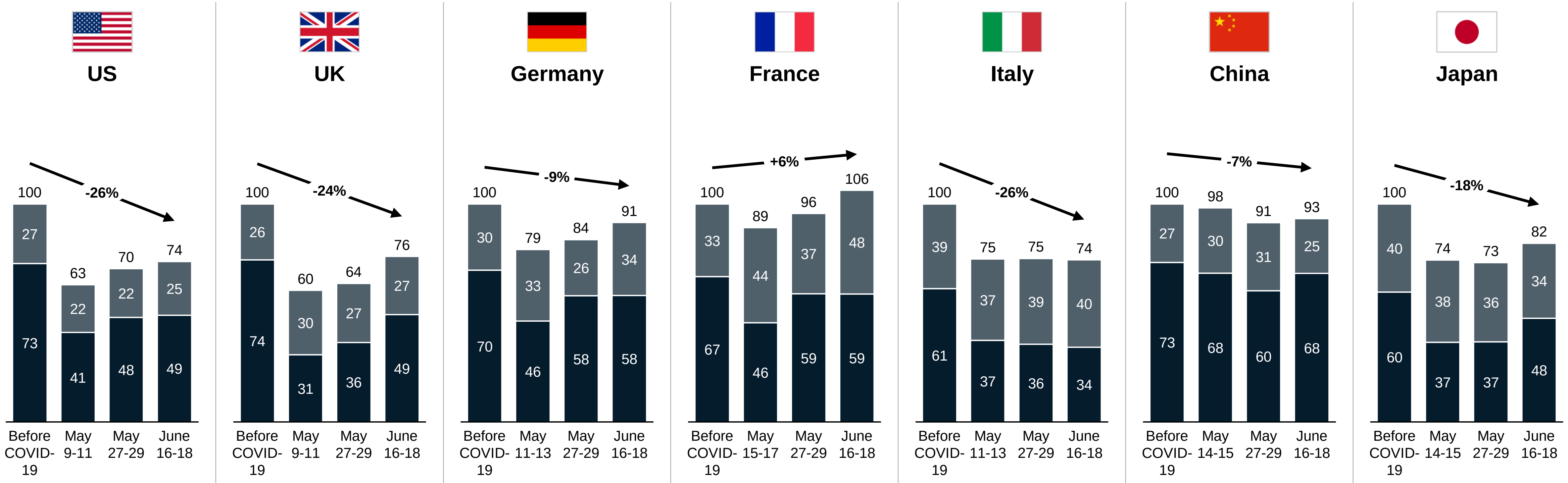
1. Weighted based on 2019 new car sales

Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 9-17, May 27-29, June 16-18)

New car purchase intent ~-25% vs. pre-COVID-19 in US, UK, IT; markets except IT recovering; CN stable close to pre-COVID-19

Likely Very/extremely likely Change in %

Purchase intent new cars vs. pre-COVID-19 level [1,2]
Percent



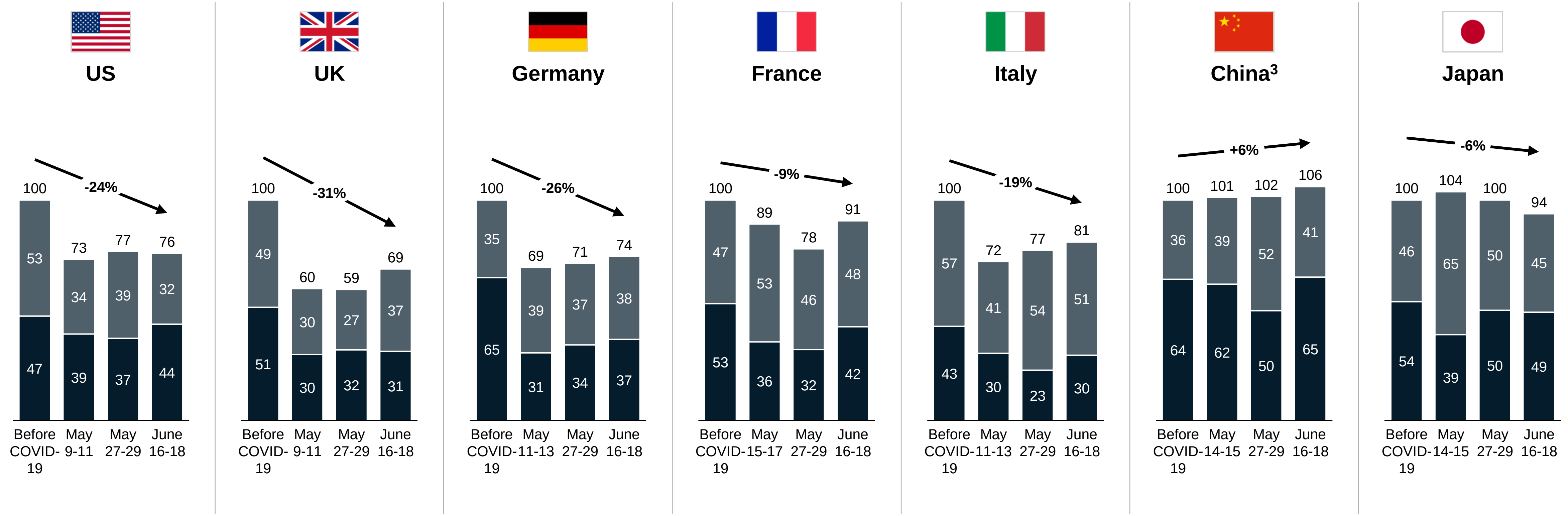
1. Q: BEFORE the COVID-19 crisis started, how likely were you to purchase or lease a new or used vehicle within the next 12 months?
2. Q: Given TODAY'S situation, how likely are you to purchase or lease a new or used vehicle within the next 12 months?

Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 9-17, May 27-29, June 16-18)

Used car purchase intent seems more robust than new car purchase intent in US and Asia; less robust in DE and FR

Likely | Very/extremely likely | Change in %

Purchase intent used cars vs. pre-COVID-19 level [1,2]
Percent



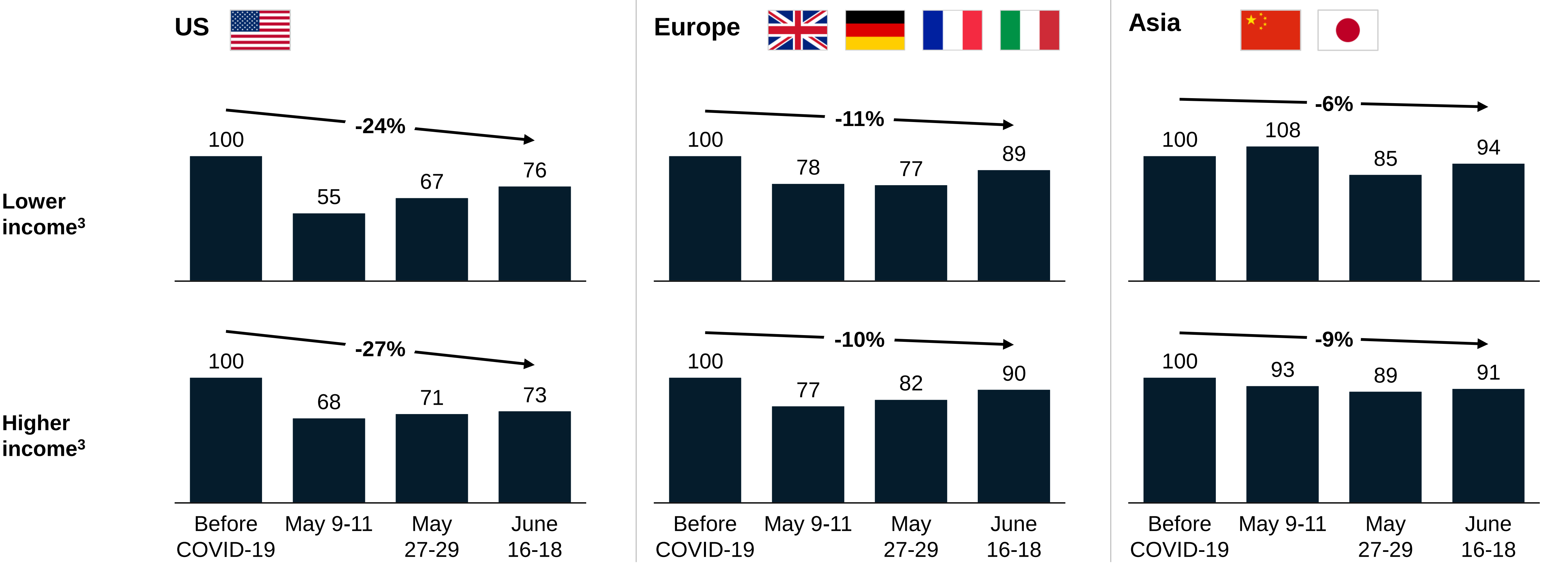
1. Q: BEFORE the COVID-19 crisis started, how likely were you to purchase or lease a new or used vehicle within the next 12 months?
2. Q: Given TODAY'S situation, how likely are you to purchase or lease a new or used vehicle within the next 12 months?
3. For Wave 2 and 3 includes consumers interested in both new and used cars

Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 9-17, May 27-29, June 16-18)

Lower-income household purchase intent recovering and now in line with higher-income households

→ Change in %

Purchase intent new cars vs. pre-COVID-19 level by household income[1,2]
Percent

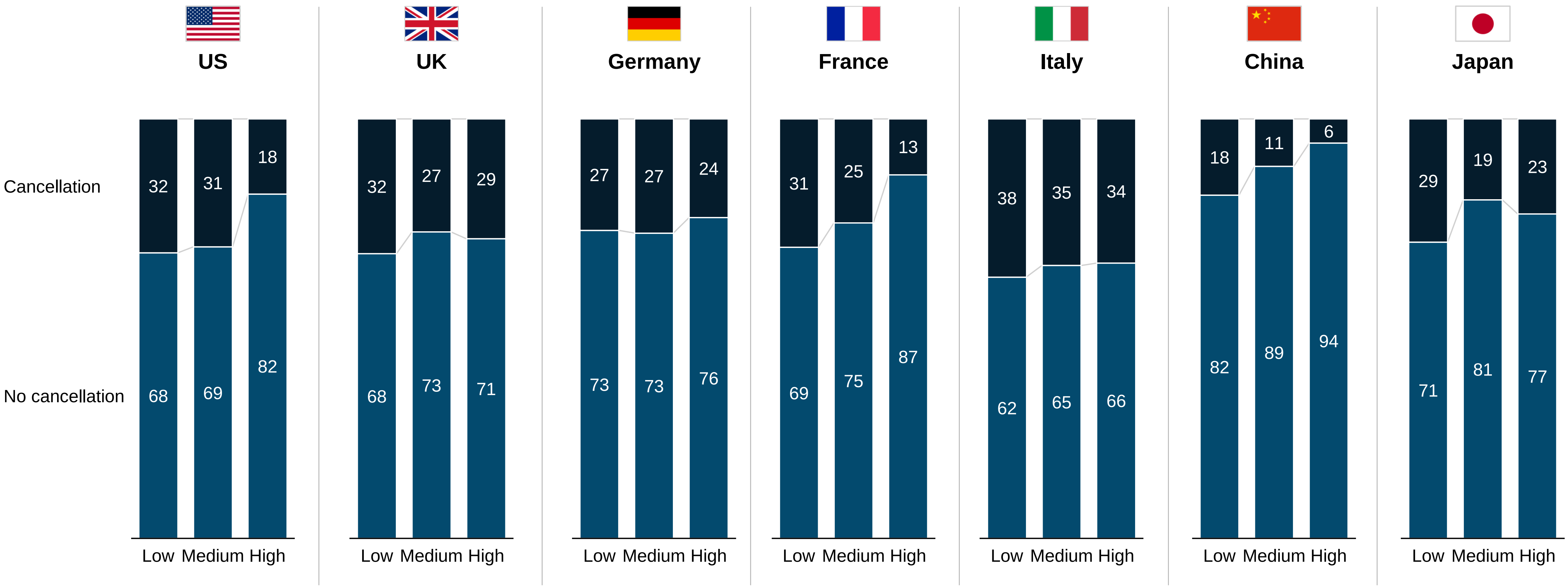


1. Q: BEFORE the COVID-19 crisis started, how likely were you to purchase or lease a new or used vehicle within the next 12 months?
2. Q: Given TODAY'S situation, how likely are you to purchase or lease a new or used vehicle within the next 12 months?
3. Lower household income defined as income below 50k €/$/£ in Europe and US, below ¥75k in CN, below ¥5 Mn in JP

Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 9-17, May 27-29, June 16-18)

Across markets, higher-income households seem less likely to revise their initial purchase intent

Cancellation by household income, Percent of respondents (100% = Planned to buy pre-COVID)

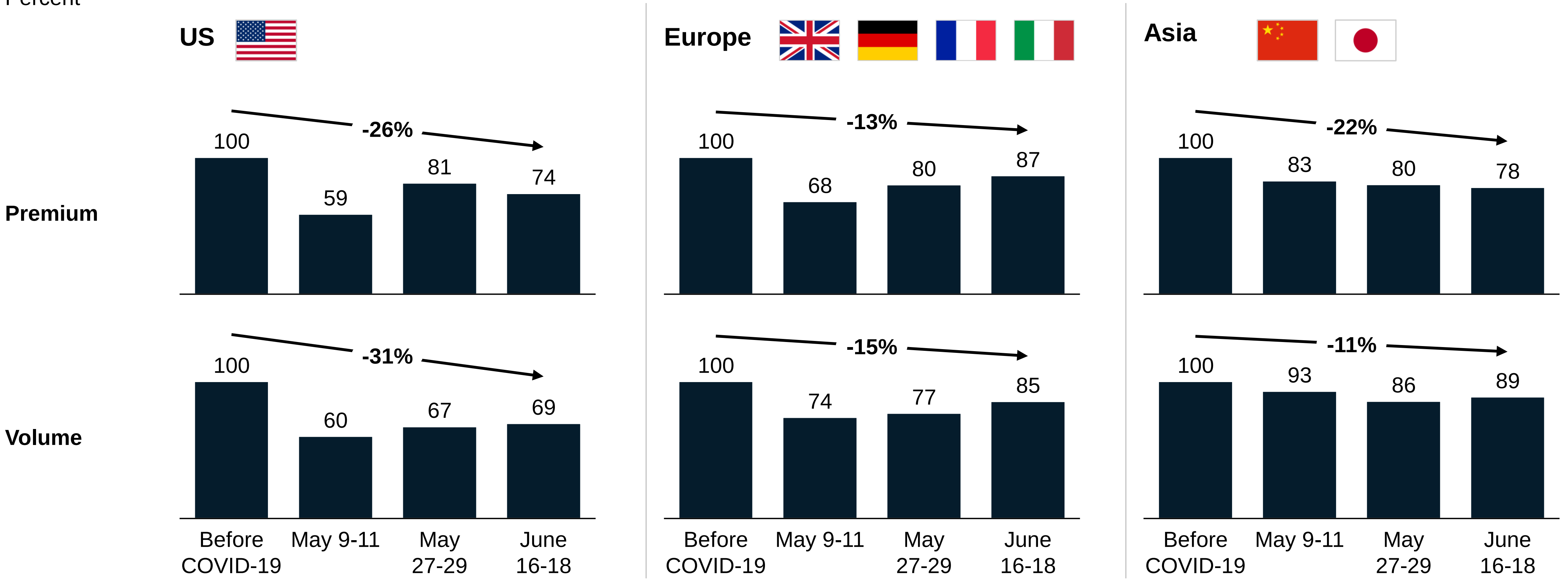


Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 27-29, June 16-18); respondents who didn't share the income category were excluded

Premium-brand purchase intent seems more robust in US, aligned in EU and less robust in Asia

Change in %

Purchase intent new cars vs. pre-COVID-19 level by brand segment preference[1,2]
Percent



1. Q: BEFORE the COVID-19 crisis started, how likely were you to purchase or lease a new or used vehicle within the next 12 months?
2. Q: Given TODAY'S situation, how likely are you to purchase or lease a new or used vehicle within the next 12 months?

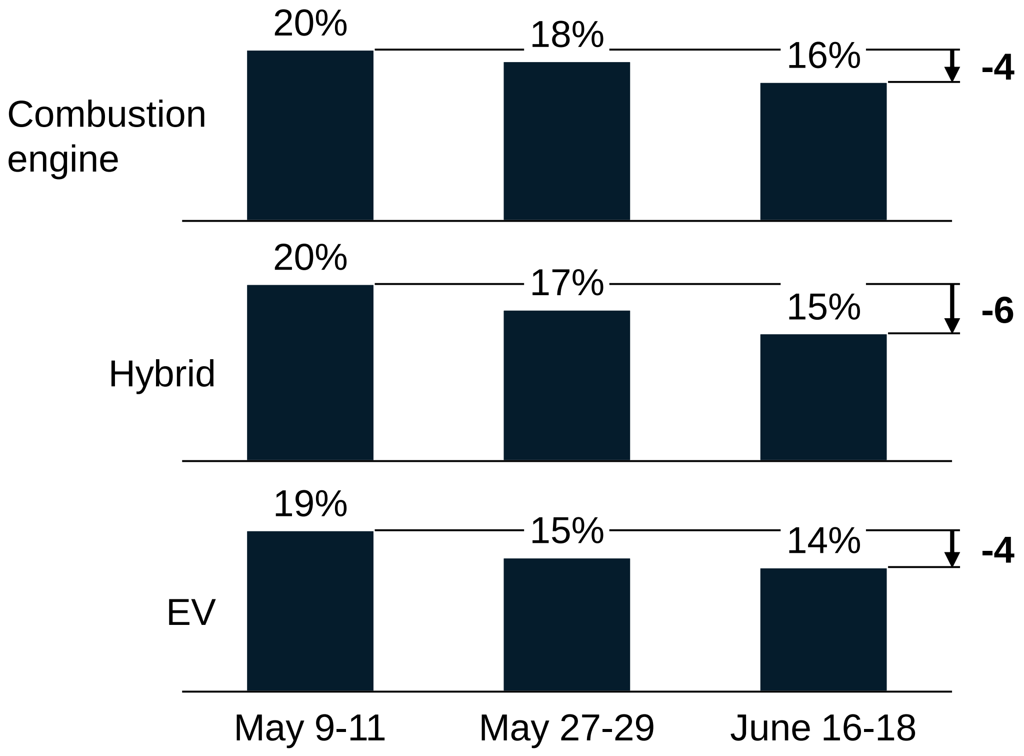
Note: Premium and volume numbers do not average to total number as samples overlap (i.e., some respondents looking at both premium and volume brands)

Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 9-17, May 27-29, June 16-18)

Premium-brand consumers seem less likely to revise their initial purchase intent, EV demand slightly more robust

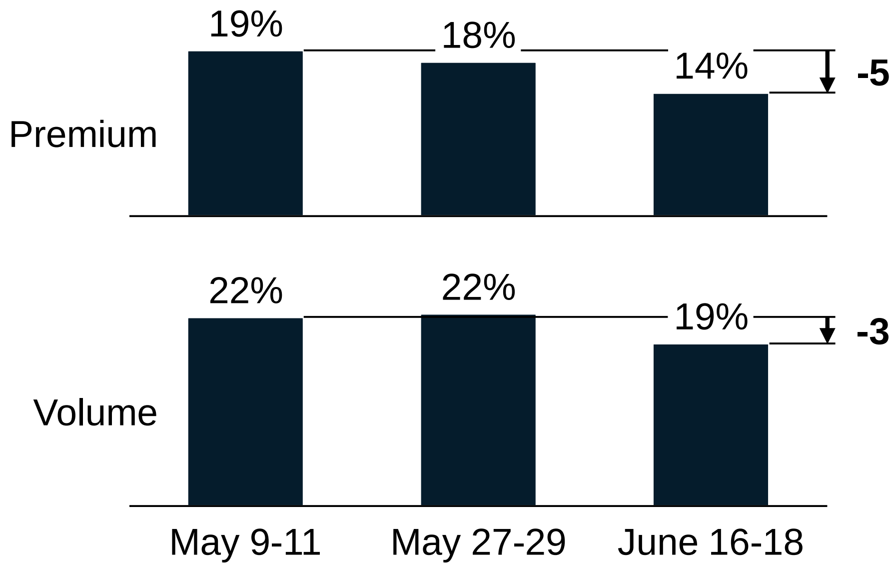
Cancellation by engine preference

Percent of initial purchase intenders that now have no further intent



Cancellation by brand preference

Percent of initial purchase intenders that now have no further intent

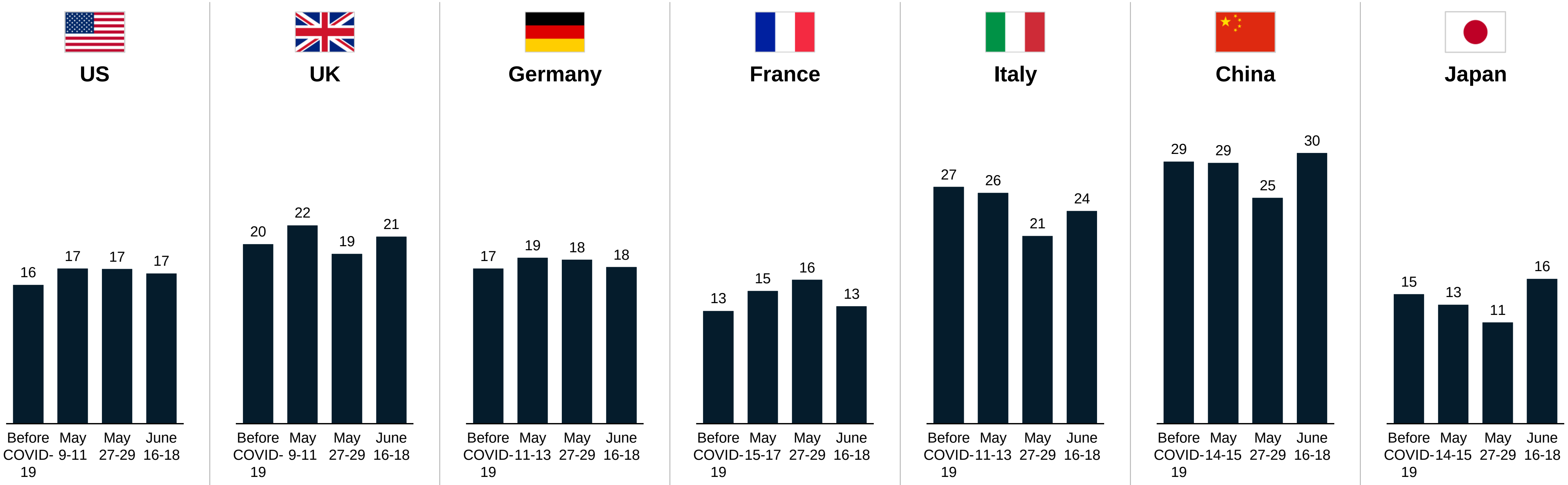


Note. Excluding mHEV; respondents count into each category they were interested in (multiple answers possible)

Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 9-17, May 27-29, June 16-18)

Overall, consumers’ preference for EVs fairly stable

EV consideration[1]
Share of respondents seriously considering EV powertrain

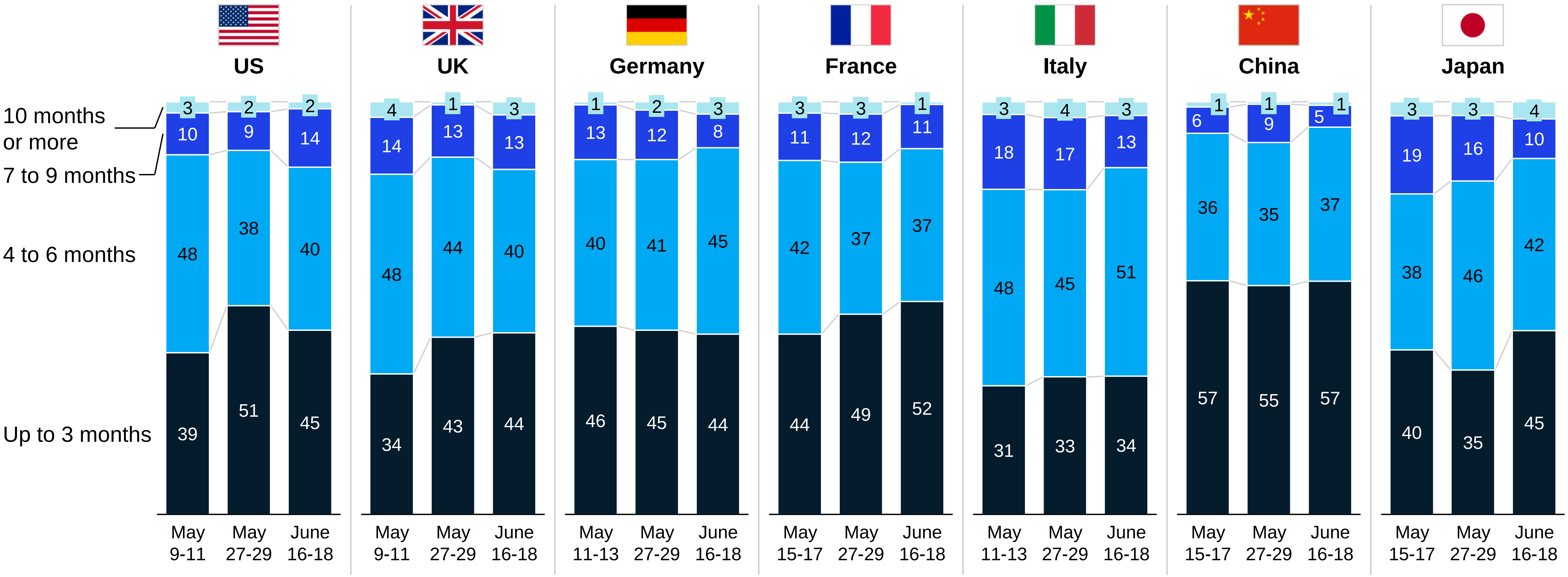


1. Q: When shopping for your next vehicle, which phrase best describes your consideration of the vehicle powertrain types listed below [EV]?

Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 9-17, May 27-29, June 16-18)

Duration of purchase delays appears to stabilize across markets

Duration of purchase delay[1,2,3]
Percent of respondents delaying purchase

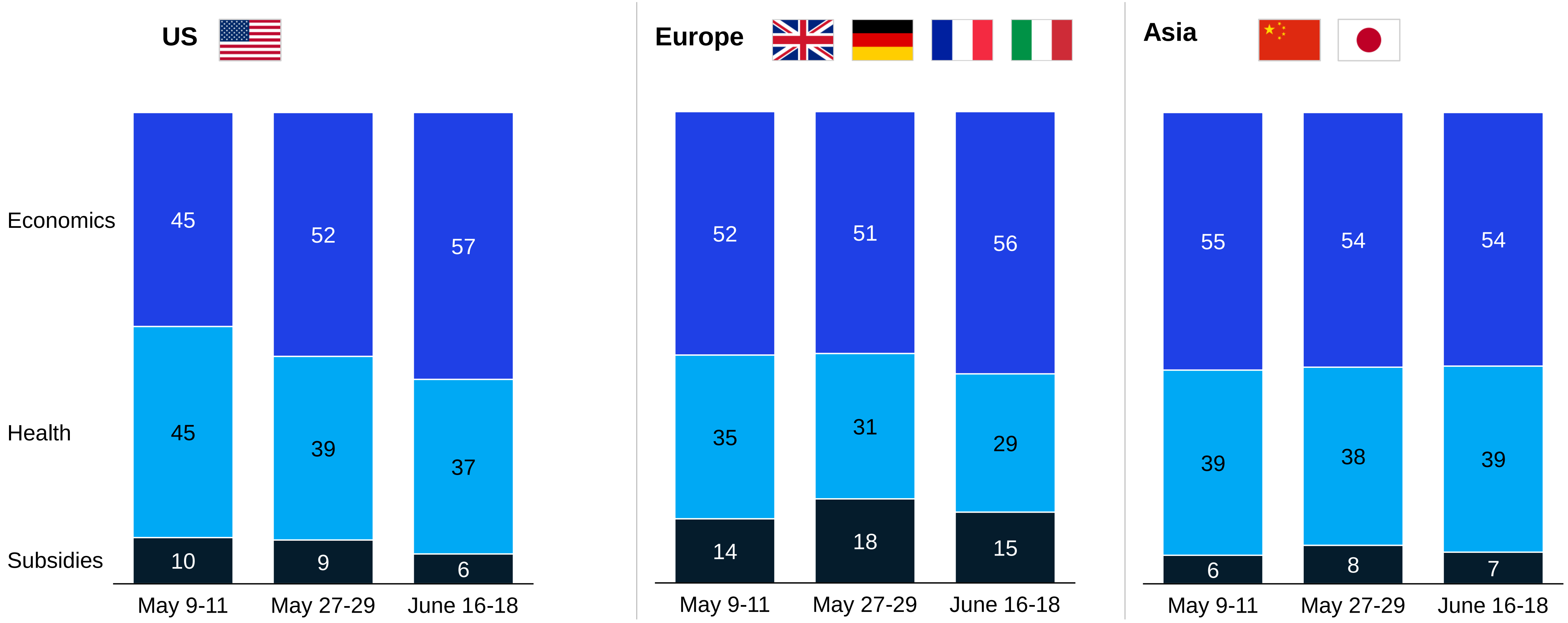


1. Q: BEFORE the COVID-19 crisis started, when would you have likely made your next vehicle purchase (or lease)?
2. Q: Given TODAY'S situation, when do you think you are likely to make you next vehicle purchase (or lease)?
3. Question under footnote 1 and 2 answers "No longer planning on buying or leasing a vehicle" and "Not sure" have been excluded

Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 9-17, May 27-29, June 16-18)

Delays due to health concerns continuously decrease while financial concerns become more relevant

Purchase delay reasons [1]
Percent of respondents

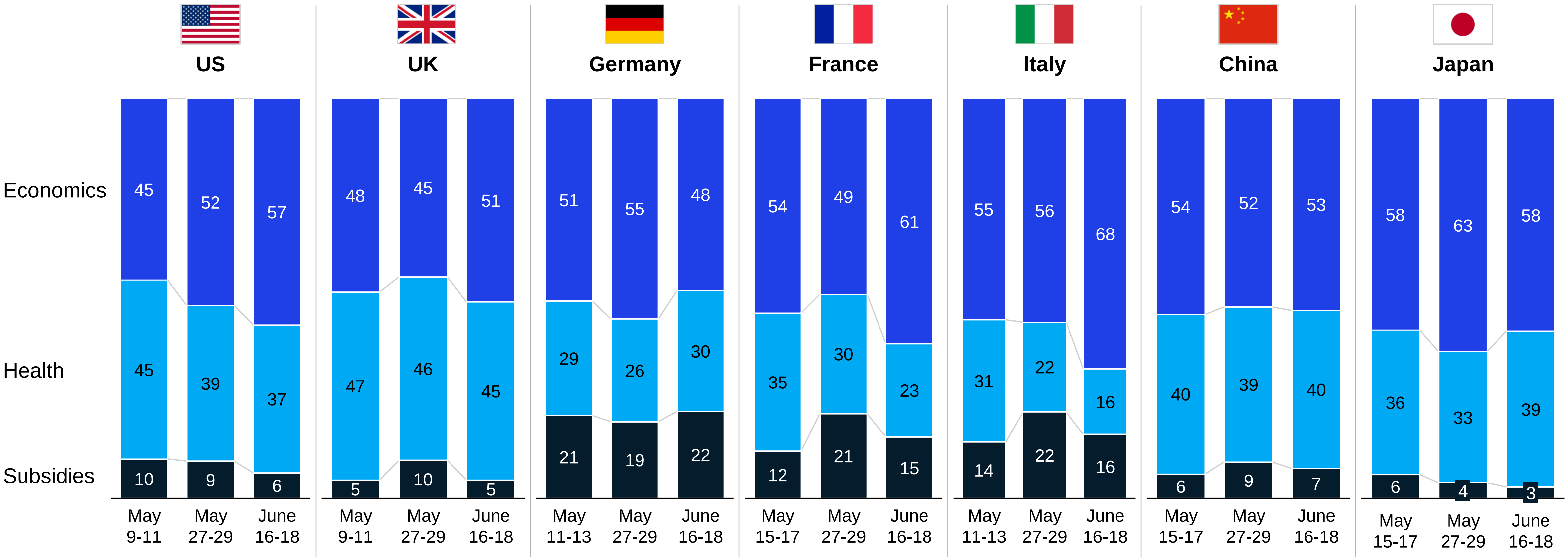


1. Q: Which of the following reasons best describes why you have decided to delay your purchase (or lease) of a new vehicle? Please select one

Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 9-17, May 27-29, June 16-18)

Delays due to health concerns keep decreasing – DE, FR, IT with consumers holding out for subsidies

Purchase delay reasons [1]
Percent of respondents

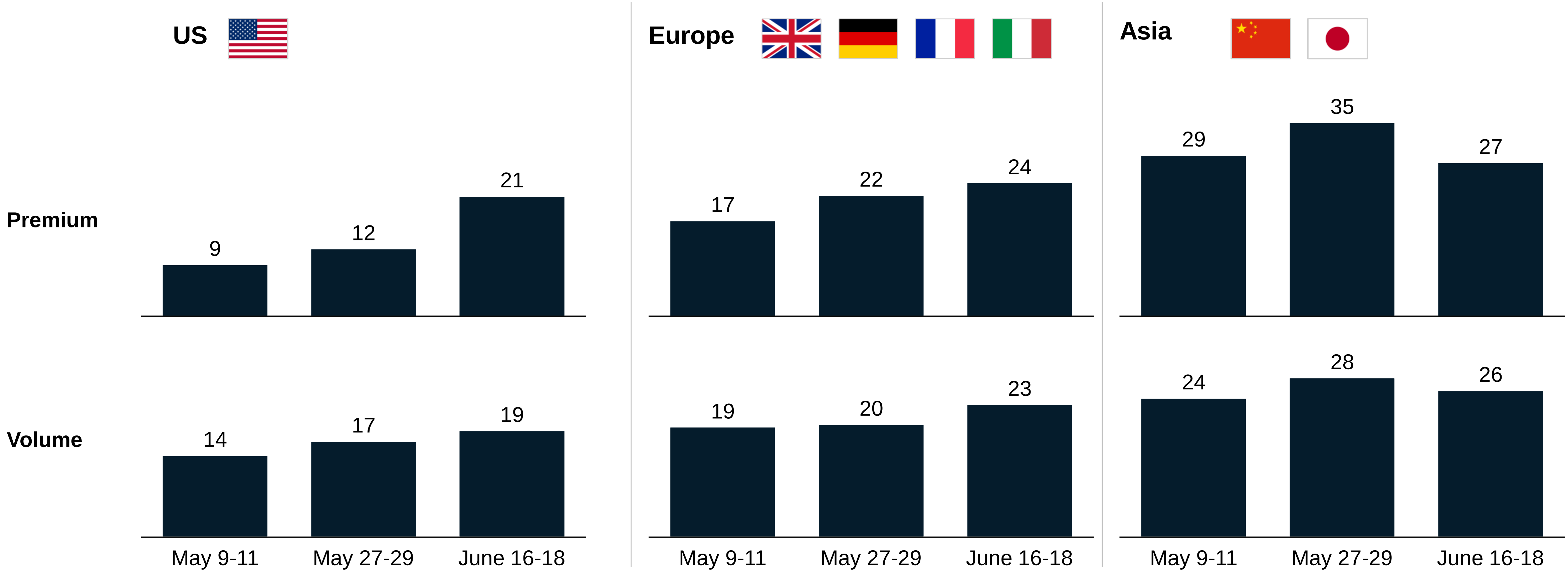


1. Q: Which of the following reasons best describes why you have decided to delay your purchase (or lease) of a new vehicle? *Please select one*

Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 9-17, May 27-29, June 16-18)

Increasing share of consumers observes higher discounts in US and EU – higher but stable levels in Asia

Consumers observing higher discount levels compared to pre-crisis levels[1], Percent of respondents



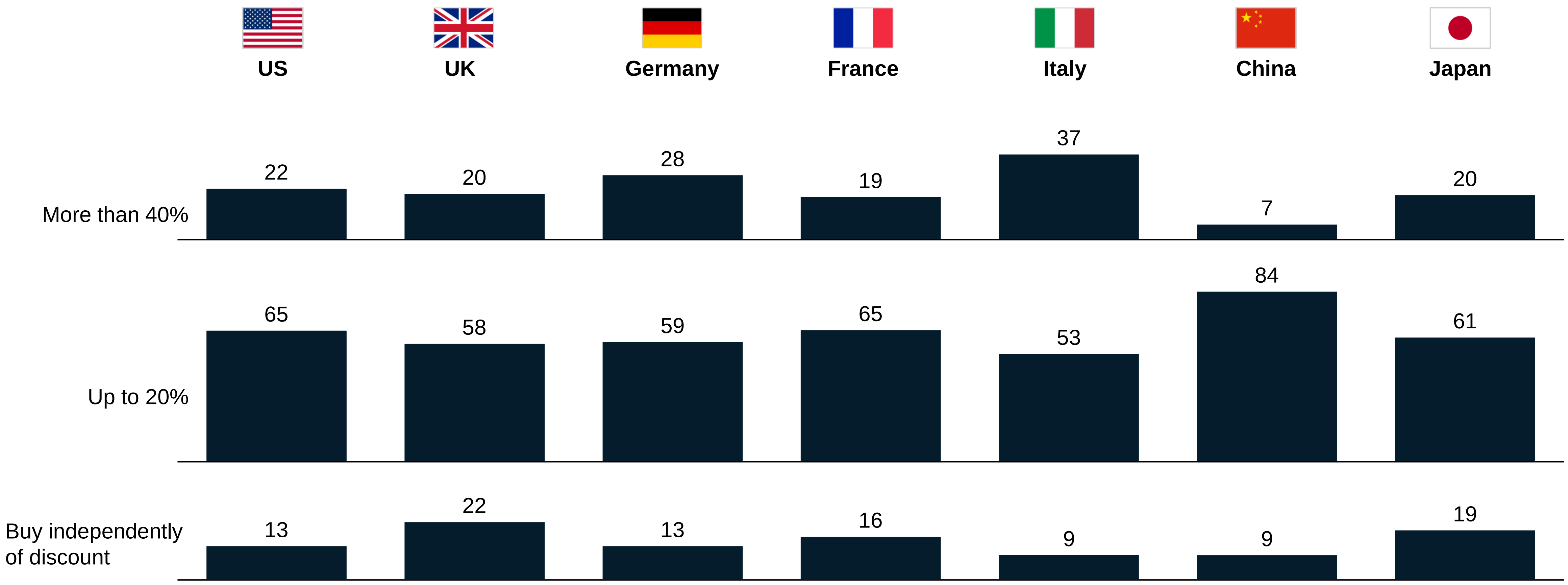
1. Q: Have you observed any changes in offered price discounts for purchasing or leasing a new or used car over the last 2 weeks compared to levels before the COVID-19 outbreak?

Note: Answer "I did not observe/research any price discounts" excluded

Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 9-17, May 27-29, June 16-18)

Most consumers demand discounts of up to 20% – DE and IT with some consumers with increased discount expectations

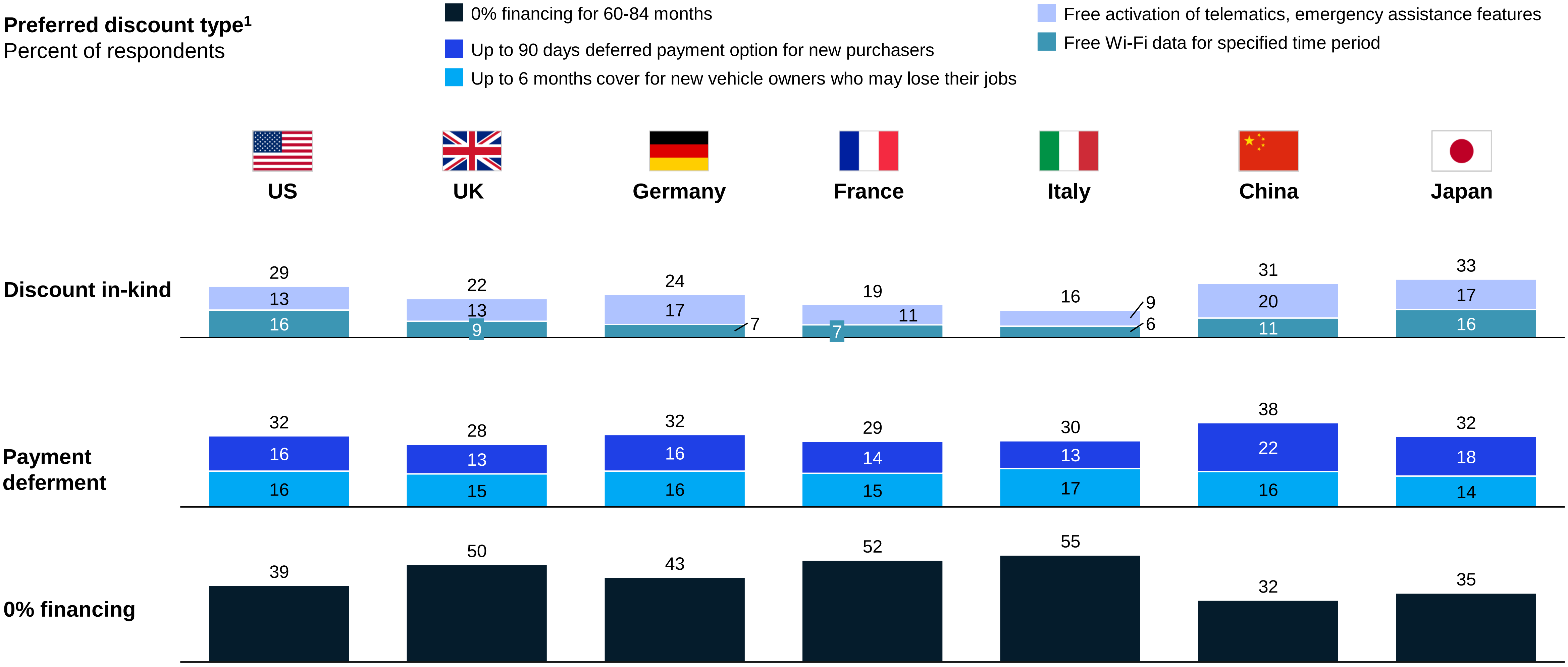
Required discount amount for consumer to purchase a vehicle in next 1-2 months[1]
Percent of respondents



1. Q: What total discount/incentive amount (incl. any potential government subsidies) would it take for you to buy or lease a vehicle in the next 1-2 months?

Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 9-17, May 27-29, June 16-18)

Aside from cash discount, 0% financing is consumers' preferred discount type

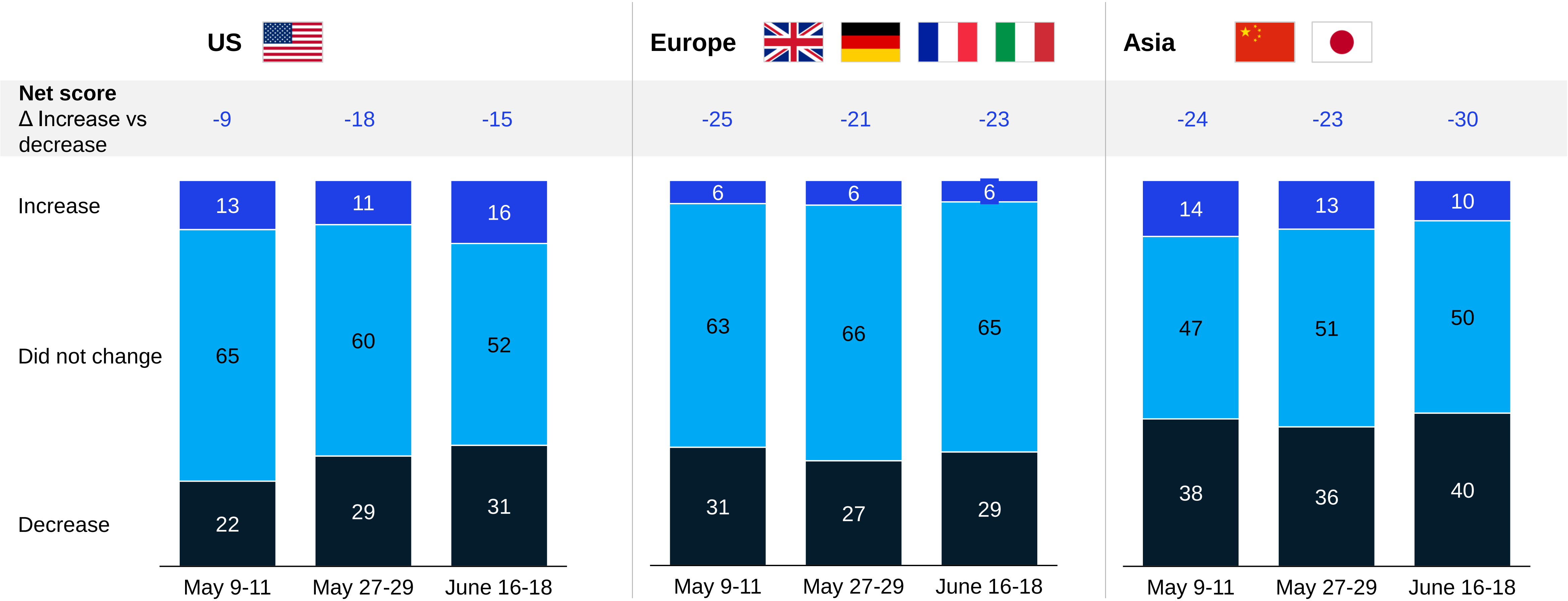


1. Q: Which of the following incentive types would make you most likely to purchase/lease a vehicle in the next 1-2 months aside from cash?

Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 9-17, May 27-29, June 16-18)

A third of consumers plans to spend less on their next vehicle than planned before COVID-19 – fairly stable since last survey wave

Change in planned vehicle spending vs. pre-COVID-19 [1]
Percent of respondents

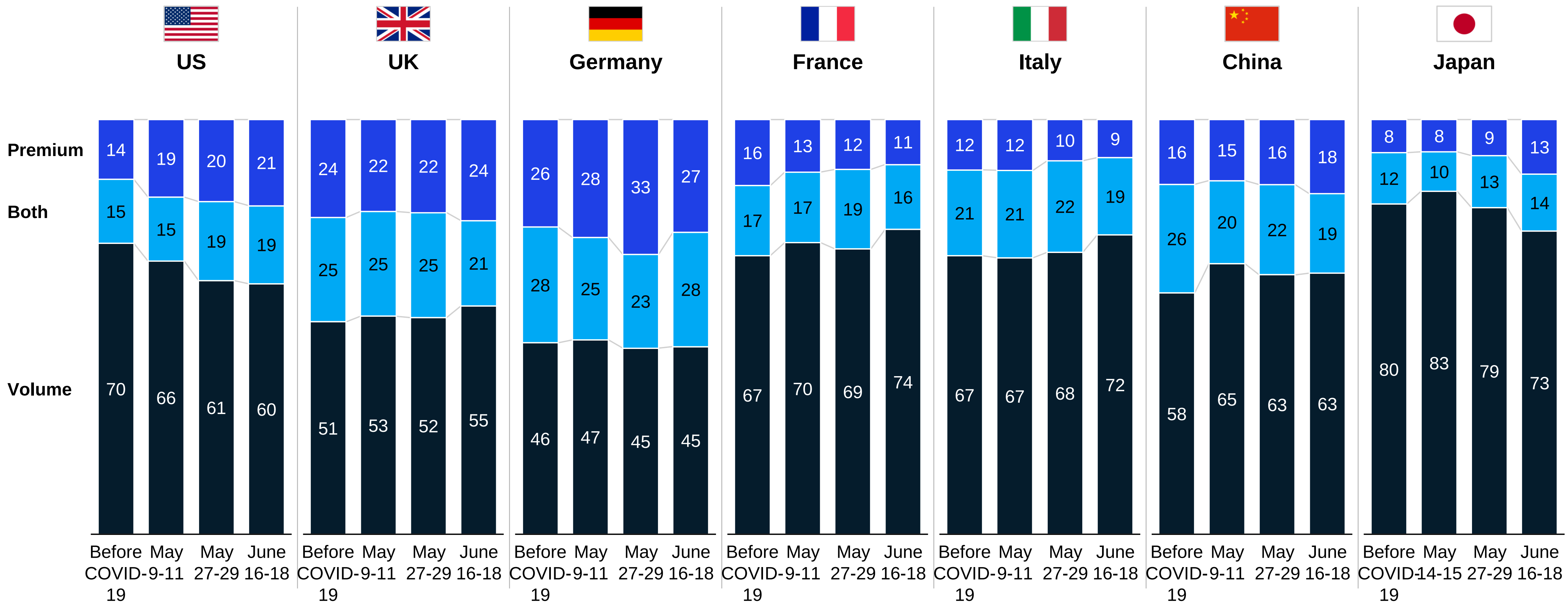


1. Q: Given TODAY'S situation, how did the total value of the vehicle you are considering purchasing or leasing changed?

Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 9-17, May 27-29, June 16-18)

Premium brand consideration increases in US and JP

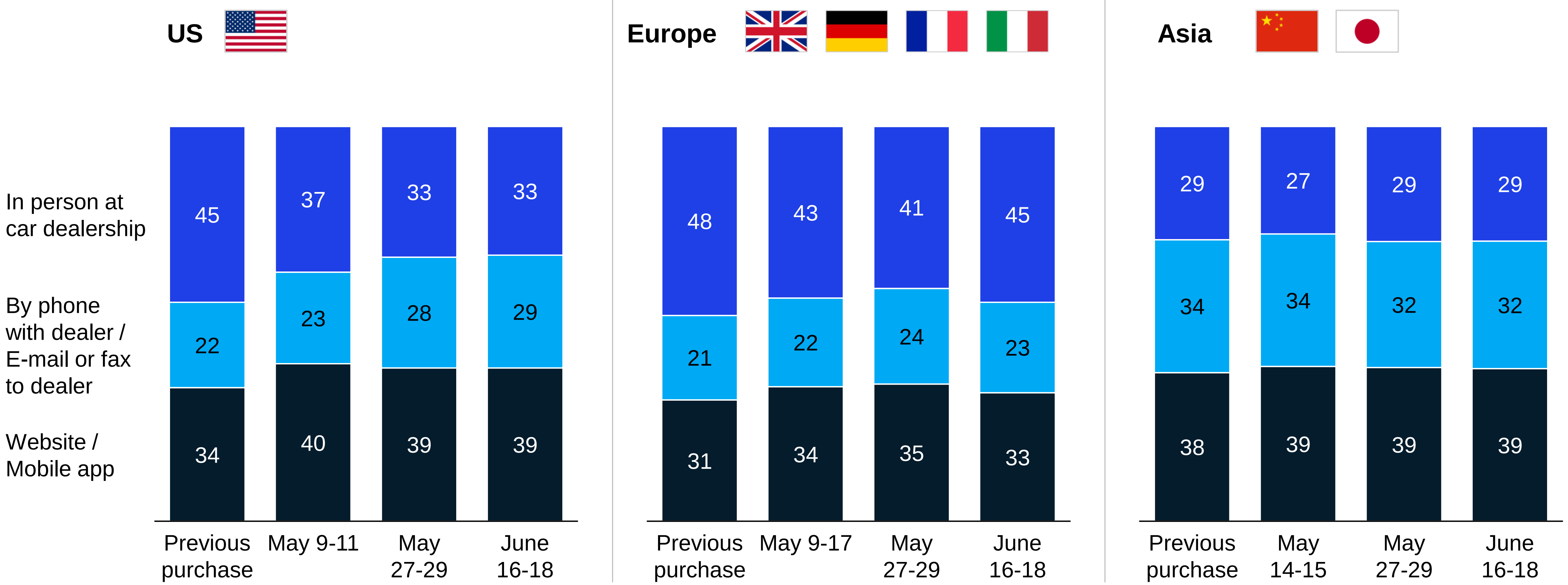
Brands considered, Percent of respondents (100% = # of brands considered)



Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 9-17, May 27-29, June 16-18)

Across markets, at least a third of consumers prefers digital sales channels – trend stable across markets

Preferred interaction mode for purchasing next car and for last car purchased [1,2]
Percent of respondents



1. Q: When you LAST TIME purchased or leased a car/serviced a car, which of the following sources/channels did you predominately use?
2. Q: For your PLANNED/NEXT vehicle purchase/leased/car service, which of the following sources/channels would you prefer to use?

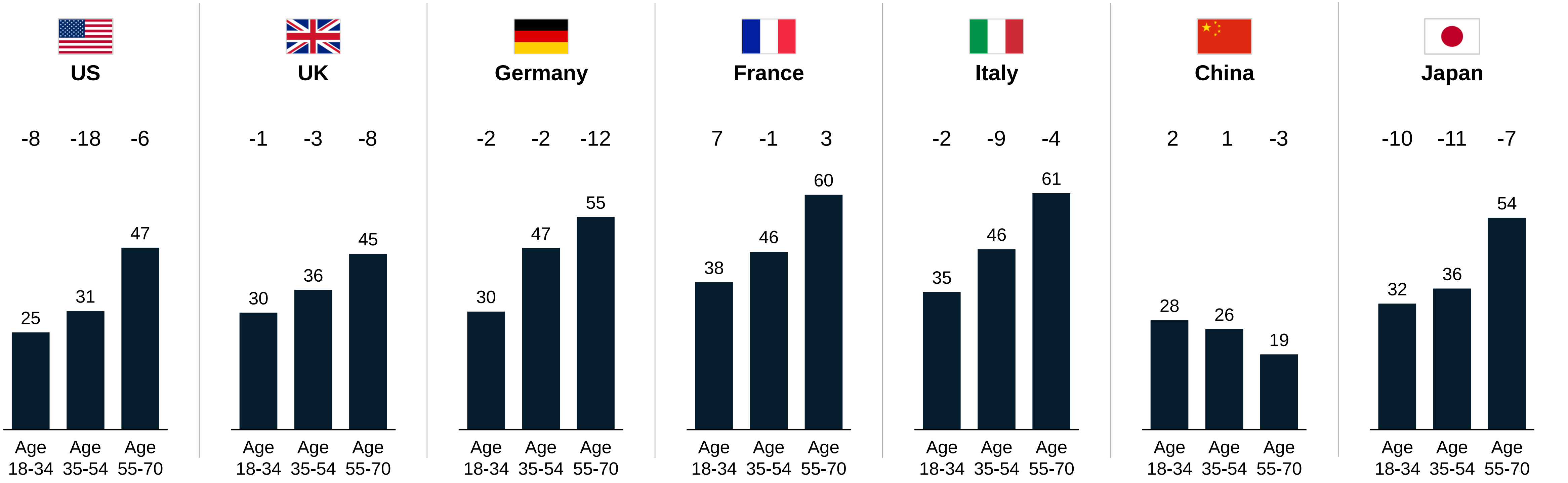
Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 9-17, May 27-29, June 16-18)

AS OF JUNE 29, 2020

Especially younger consumers do not prefer in-person interactions at the dealership

Consumers preferring to interact in person at car dealership for purchasing next car [1,2]
Percent of respondents

± xx Δ p.p. vs last purchase



1. Q: When you LAST TIME purchased or leased a car/serviced a car, which of the following sources/channels did you predominately use? *Answer: "In presence at dealer"*
2. Q: For your PLANNED/NEXT vehicle purchase/leased/car service, which of the following sources/channels would you prefer to use? *Answer: "In presence at dealer"*

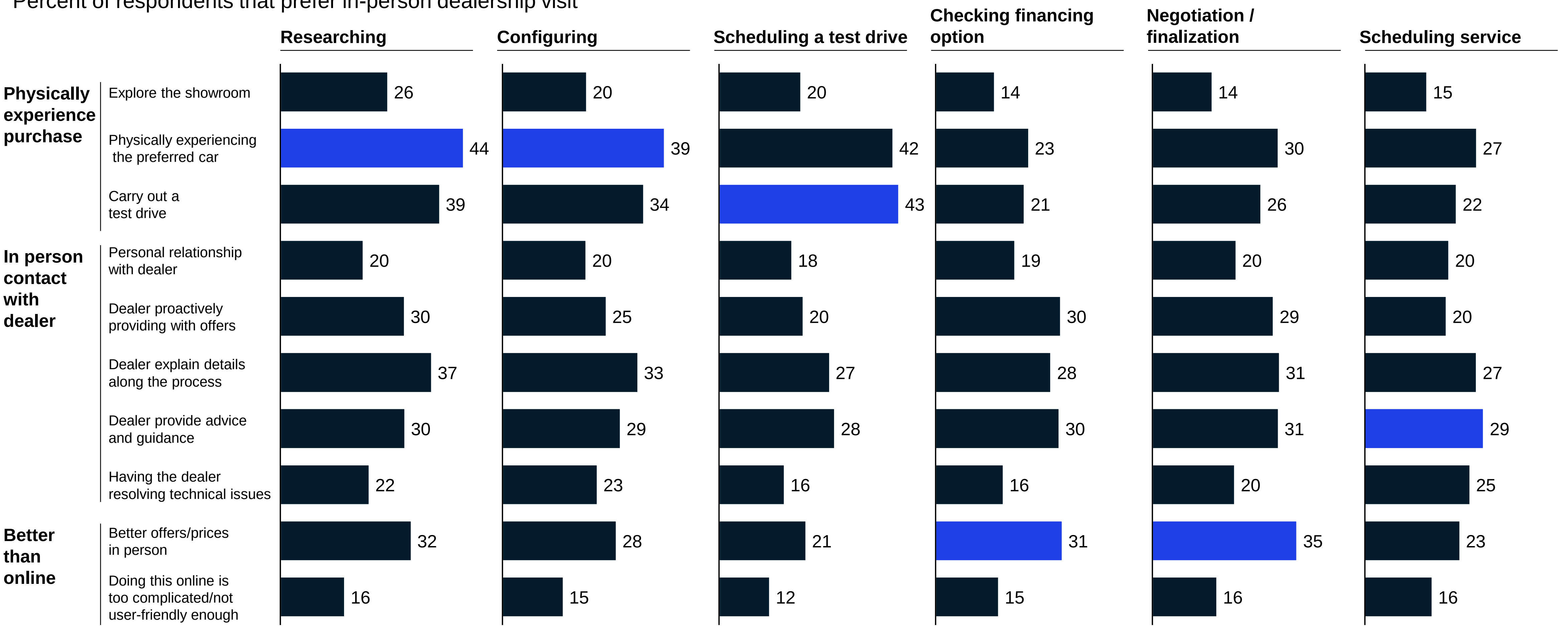
Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 9-17, May 27-29, June 16-18)

Multifold reasons drive in-person interaction preference – physical experience in early stages, dealer guidance and offers in later stages

Top reason within purchase step

Motivation for visiting dealer along the vehicle purchase funnel[1]

Percent of respondents that prefer in-person dealership visit



1. Q: What are the key reasons for you to prefer visiting a car dealership in person?

Source: McKinsey Global COVID-19 Automotive Consumer Survey (June 16-18)

5-10% of consumers are very interested in online car buying, addt. 30% express some interest; slight reduction vs. prev. survey wave

Interest in digital/contactless sales & service [1,2,3]

Percent of respondents

± xx Δ p.p. vs Survey wave 2

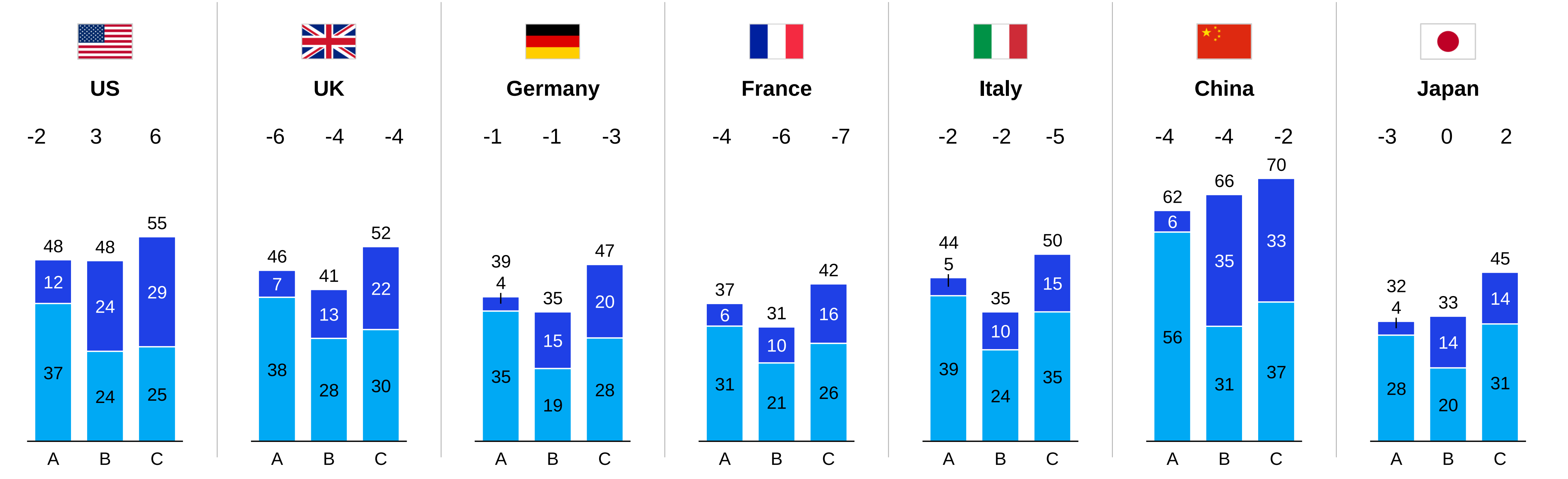
Very/extremely interested

Interested

A – Online buying - Buying a new vehicle online

B – Contactless sales - Buying vehicle completely contactless

C – Contactless service - Contactless service with dealer or repair shop



1. Q: Would you consider purchasing or leasing a new or used vehicle completely online?
2. Q: How interested would you be in the following services?
3. Q: How interested would you be in contactless service options? / contactless car sales?

Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 27-29, June 16-18)

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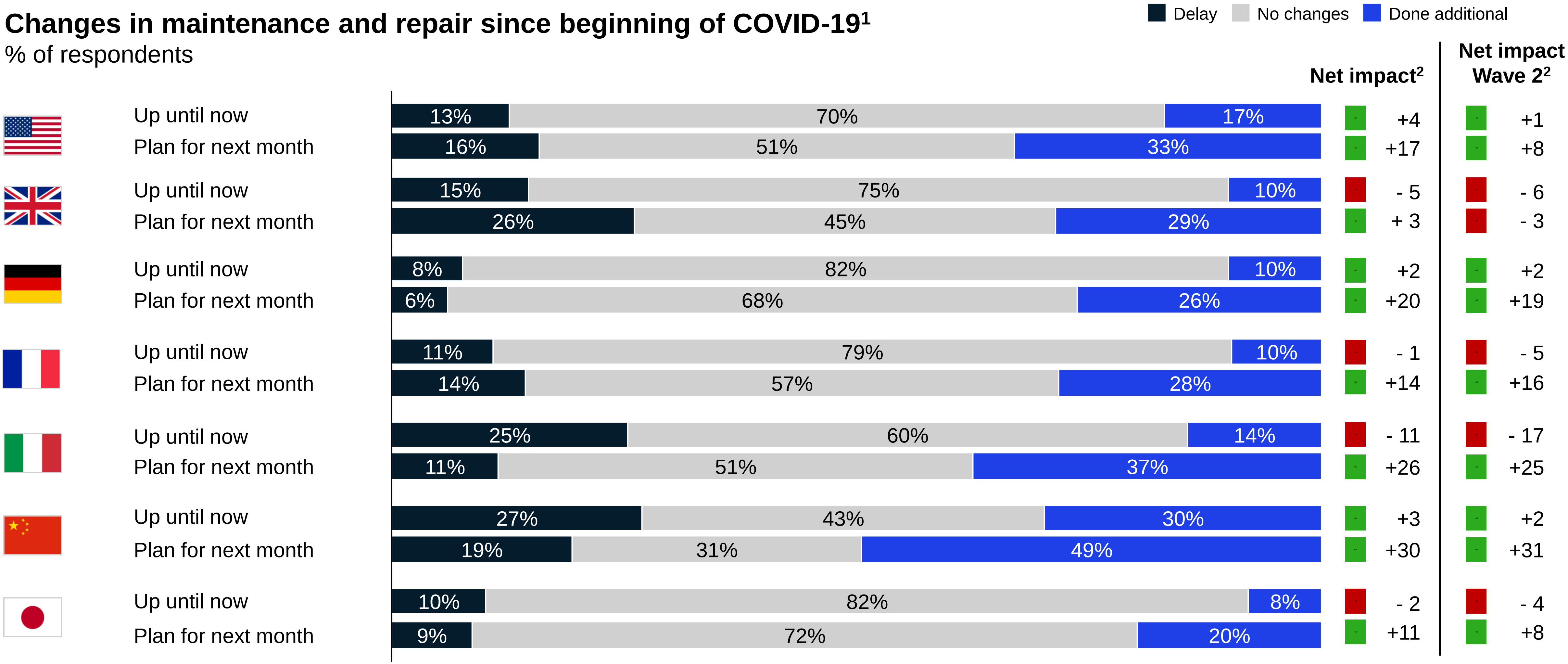
On average, ~15% of consumers plan to postpone maintenance & repair, > ~25% to do additional work – trend improving

Changes in maintenance and repair since beginning of COVID-19[1]

% of respondents



[1] *Q: What type of maintenance, repair and improvement work have you delayed or done additionally?,* figures may not sum to 100% because of rounding.

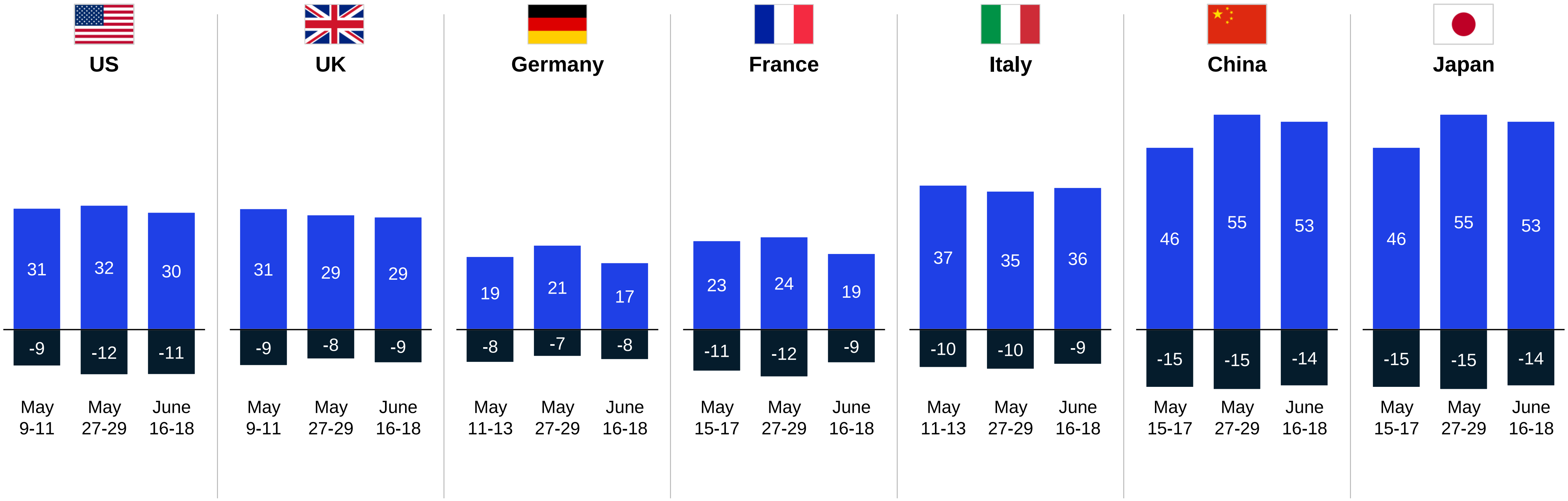
[2] Net impact is calculated by subtracting the % of respondents stating they have delayed service & maintenance work from the % of respondents stating they have done additional maintenance work

Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 27-29, June 16-18)

Consumers anticipate to increase online ordering of parts – trend stable

Intent of online ordering and home delivery [1]
% of respondents

Increase   Decrease



[1] *Q: In 2 months, how do you anticipate your behavior changing with regards to vehicle-related parts and services if the threat of COVID-19 is mostly resolved MOSTLY RESOLVED?*

Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 27-29, June 16-18)

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Car buying

Aftermarket

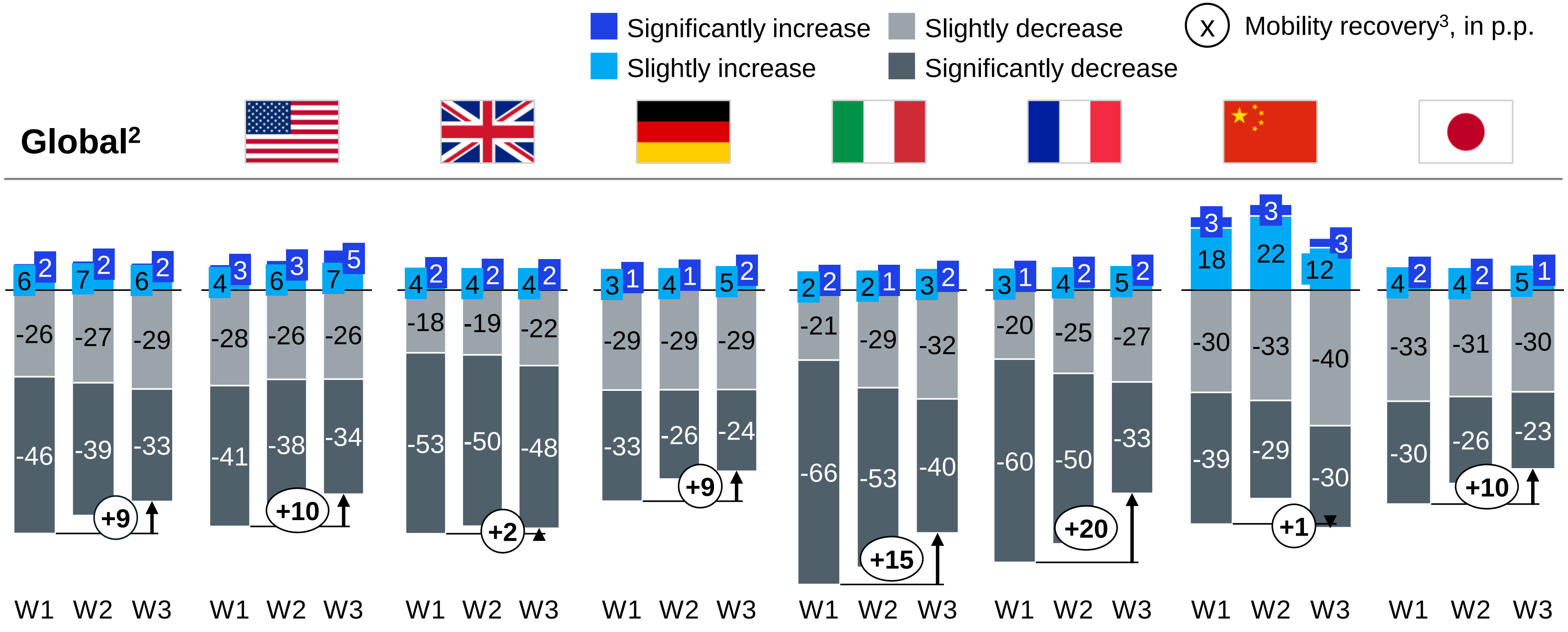
Mobility

62% of respondents travel less than before COVID-19; mobility slowly picking up (-10pp consumers traveling less vs. 1 month)

Results of wave 1 (May 9-18), wave 2 (May 27-29), and wave 3 (June 16-18)

Mobility pattern changes (number and length of trips) since the outbreak of COVID-19[1]

Number of respondents, in percent



- Currently **62% of respondents travel less**, **recovering at 9 p.p.** vs. one month ago
- France and Italy show the **highest recovery rate**, while China and the UK are back close to levels of the COVID outbreak

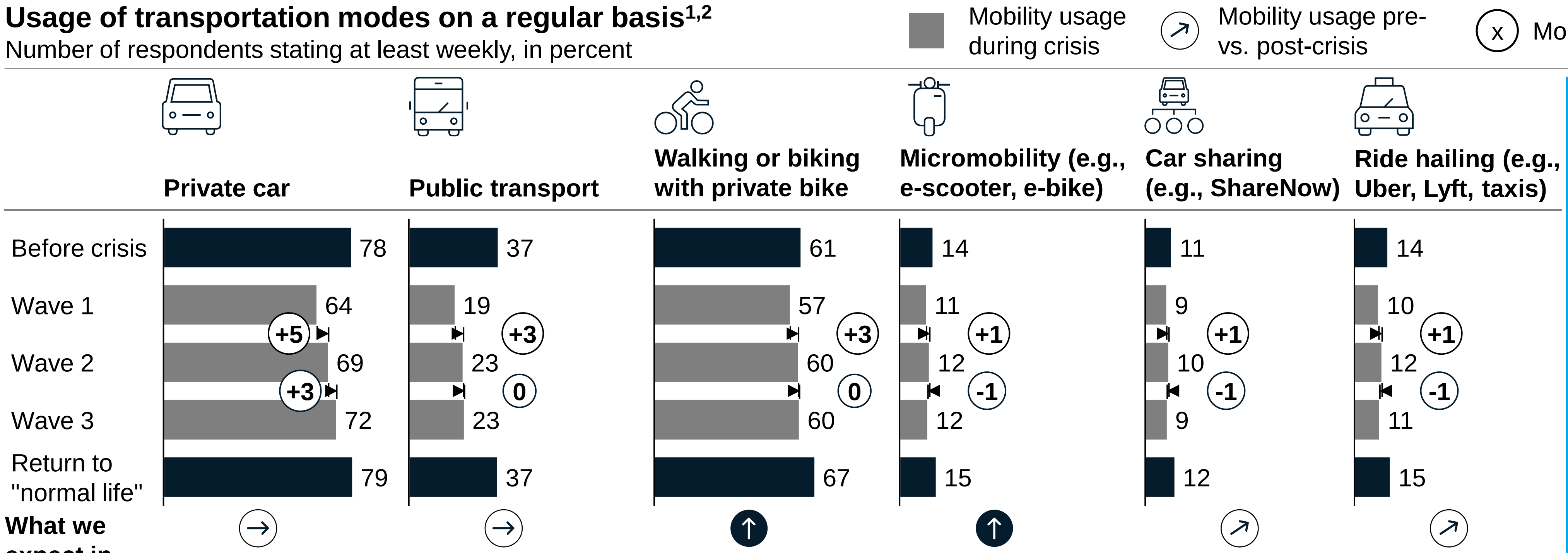
1. Q: Given TODAY'S situation, how has your mobility changed since the outbreak of COVID-19?
2. US, UK, Germany, Italy, France, China, Japan
3. Total (significant) mobility decrease wave 3 vs. wave 1

Source: McKinsey Center for Future Mobility

Walking / biking and micromobility potentially becoming more popular in the modal mix of the "next normal"

Results of wave 1 (May 9-18), wave 2 (May 27-29), and wave 3 (June 16-18)

Usage of transportation modes on a regular basis[1,2]
Number of respondents stating at least weekly, in percent



What we expect in the "Next Normal"

Car usage will decrease in city centers as cities disincentivize private vehicle ownership (e.g., inner-city bans, congestion charges)

Slight recovery expected as curfews are lifted; strict hygiene protocols to be installed

Potential long-lasting effects as cities might extend measures beyond lock-down to reduce traffic and air pollution

As ride hailers take physical measures to reduce risk of infection (e.g. protective shields), demand will rebound again

- Respondents expect an **increased usage of walking / biking and micro-mobility** when returning to “normal life”
- **Private car usage picked up fastest** over the last month
- **Walking / biking** almost back to a **pre-crisis level**

1 Q: Before/today/when you return to "next normal", how often did/do you/do you expect to use the following modes of transportation?
2. Once or more than once per week, aggregated results from US, UK, Germany, Italy, France, China and Japan

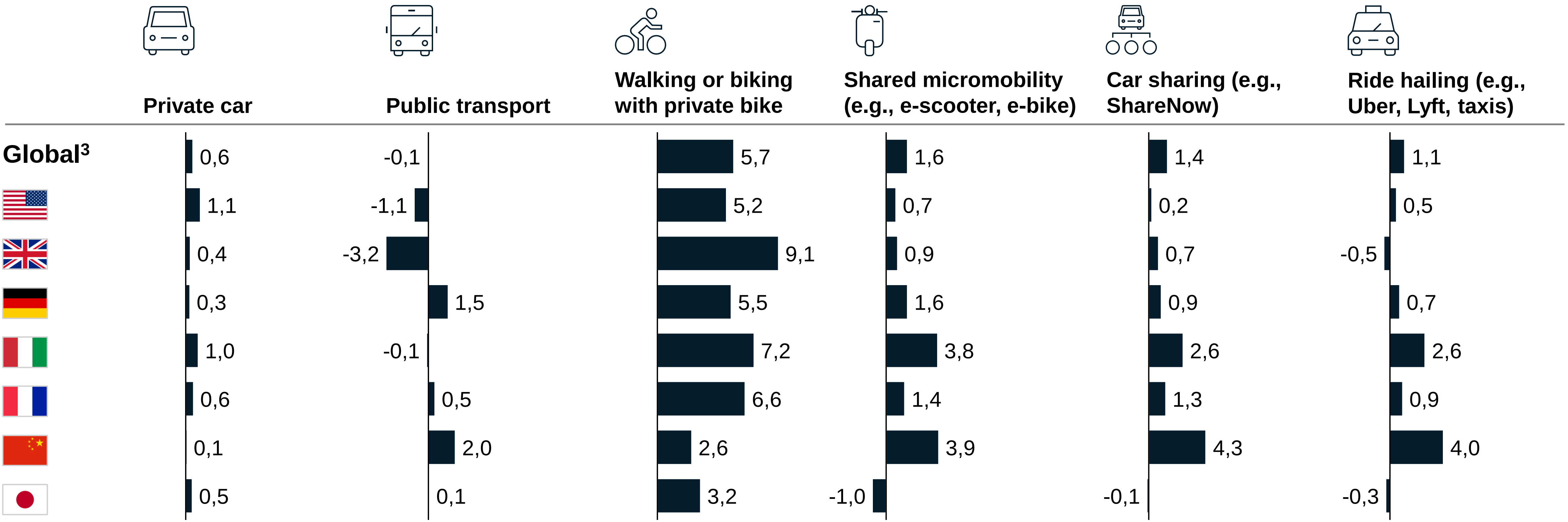
Source: McKinsey Center for Future Mobility

Change of mode mix before and after COVID-19 shows largest regional variation for public transport and ride hailing

Results of wave 1 (May 9-18), wave 2 (May 27-29), and wave 3 (June 16-18)

Change of transportation modes when returning to "next normal" vs. before COVID-19[1,2]

Delta of responses for return to "next normal" vs. before COVID-19 outbreak, in percentage points



1 Q: Before/today/when you return to "next normal", how often did/do you/do you expect to use the following modes of transportation?
2. Mode usage once or more than once per week
3. US, UK, Germany, Italy, France, China, Japan

Source: McKinsey Center for Future Mobility

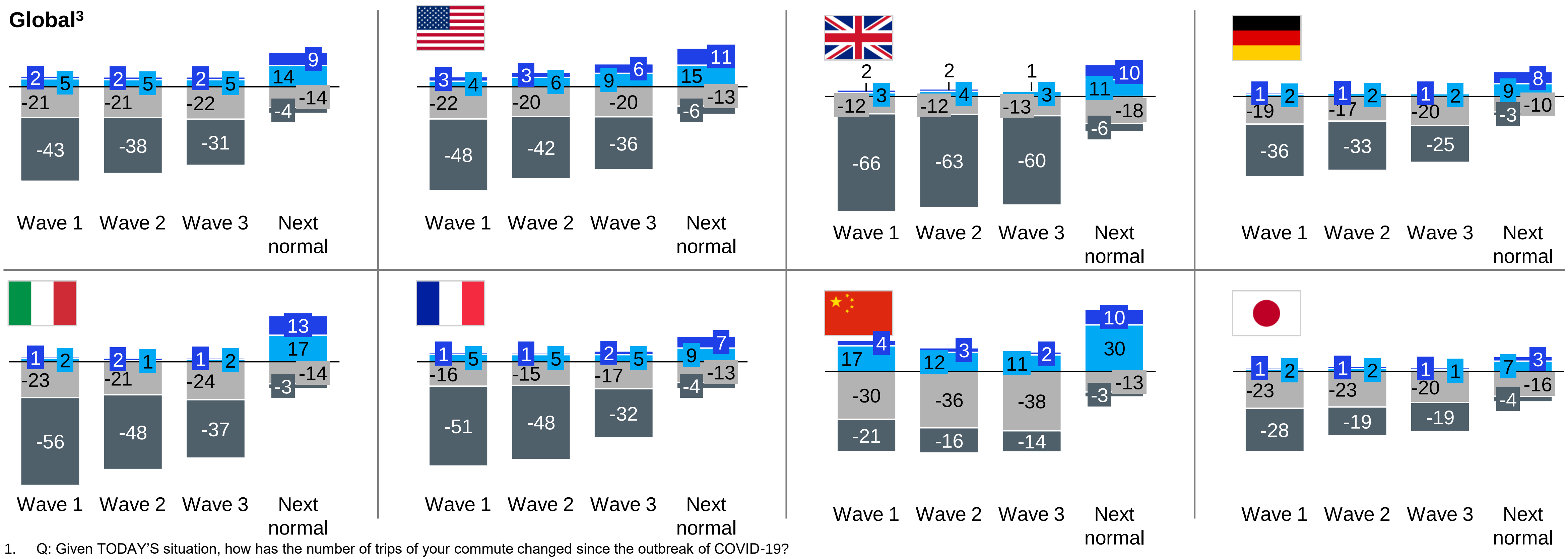
Frequency of commuting trips has significantly decreased globally, recovering at different speed, depending on the region

Results of wave 1 (May 9-18), wave 2 (May 27-29), and wave 3 (June 16-18)

Change in number of commuting trips during and after the crisis vs. commuting habits before[1,2]

Number of respondents, in percent

Significantly increase · Slightly increase · Slightly decrease · Significantly decrease



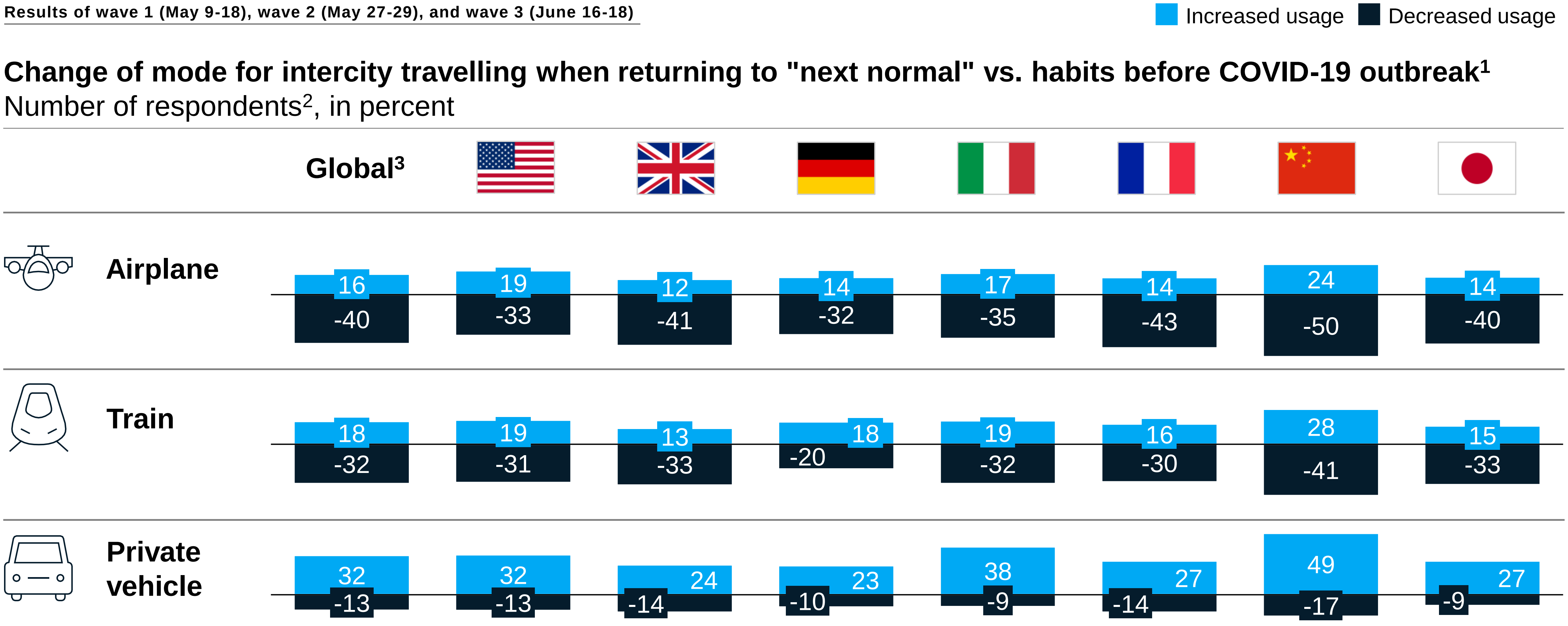
1. Q: Given TODAY'S situation, how has the number of trips of your commute changed since the outbreak of COVID-19?
2. Q: After you return to "next normal", i.e. when a vaccine against COVID-19 is broadly available and the pandemic is defeated, how do you think your commuting habits will be compared to before the COVID-19 outbreak?
3. US, UK, Germany, Italy, France, China, Japan

Source: McKinsey Center for Future Mobility

Across markets, consumers expect to shift from airplanes and trains for intercity travelling to an increased use of private vehicles

Results of wave 1 (May 9-18), wave 2 (May 27-29), and wave 3 (June 16-18)

Change of mode for intercity travelling when returning to "next normal" vs. habits before COVID-19 outbreak[1]
Number of respondents[2], in percent



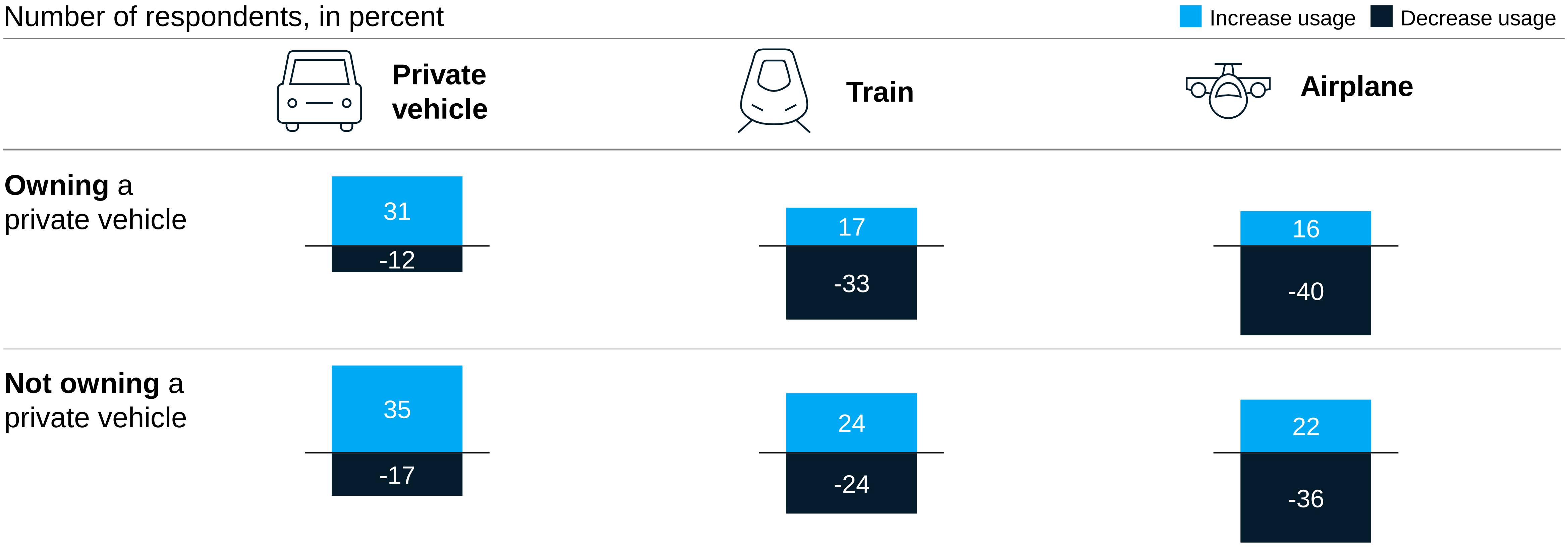
1 Q: After you return to next normal, how do you think travelling between cities will change compared to before the COVID-19 outbreak?
2. Consumers that have not used this mode of transportation before the COVID-19 outbreak excluded of scope of country

Source: McKinsey Center for Future Mobility

Respondents currently not owning a car also expect shift to private vehicles for intercity travelling

Results of wave 1 (May 9-18), wave 2 (May 27-29), and wave 3 (June 16-18)

Change of mode for intercity travelling when returning to "next normal" vs. habits before COVID-19 outbreak[1,2,3]
Number of respondents, in percent



1 Q: After you return to next normal, how do you think travelling between cities will change compared to before the COVID-19 outbreak?
2. Aggregated results for US, UK, DE, IT, FR, CH, JP
3. Consumers that have not used this mode of transportation before the COVID-19 outbreak excluded of scope of country

Source: McKinsey Center for Future Mobility

Reducing the risk of infections has become the primary reason to choose a mode of tranportation

Results of wave 1 (May 9-18), wave 2 (May 27-29), and wave 3 (June 16-18)

Key reasons to chose a mode of transportation[1,2]
Reasons ranked by number of respondents

Business and commuting trips

Before the COVID-19 crisis		Today
1. Time to destination	↑	1. Risk of infection
2. Convenience	↘	2. Time to destination
3. Price of trip	↘	3. Convenience
4. Space and privacy	→	4. Space and privacy
5. Avoidance of congestions	↘	5. Price of trip
6. Risk of infection	↘	6. Avoidance of congestions
7. Sustainability	→	7. Sustainability
8. Status	→	8. Status

Private trips

Before the COVID-19 crisis		Today
1. Time to destination	↑	1. Risk of infection
2. Price of trip	↘	2. Time to destination
3. Space and privacy	→	3. Space and privacy
4. Convenience	→	4. Convenience
5. Avoidance of congestions	↓	5. Price of trip
6. Risk of infection	↘	6. Avoidance of congestions
7. Sustainability	→	7. Sustainability
8. Status	→	8. Status

1. Q: What were/are your key reasons to chose a mode of transportation
2. Aggregated results from US, UK, Germany, Italy, France, China and Japan

Source: McKinsey Center for Future Mobility

Shared and public transport are currently not considered as safe for health

Results of wave 1 (May 9-18), wave 2 (May 27-29), and wave 3 (June 16-18)

Modes of transportation considered safe for health, concerning a COVID-19 infection[1,2]

Number of respondents, in percent

Private car | **Public transportation** | **Walking or biking with private bike** | **Shared micromobility (e.g., e-scooter, e-bike)** | **Car sharing (e.g., ShareNow)** | **Ride hailing (e.g., Uber, Lyft, taxis)**

What we observe during the pandemic				
What we observe during the pandemic	"Car as safe space": People switch to transport modes which reduce the risk of infection	Public transit ridership has fallen significantly: at the height of the crisis, public transit ridership has fallen by 90% in Milan and 80% in Paris	People increasingly use active transport modes such as walking & biking Motor traffic congestion has dropped by 30-75% in Milan, the city has announced that 35 km of streets will be transformed into temporary bike lanes and widened pavements; Paris plans 650 km of pop-up cycleways	Car sharing usage, as all shared mobility modes, dropped significantly Less people are using taxi / e-hailing, due to additional driver on board

1. Q: Which of the following modes of transportation do you consider safe for your health concerning a COVID-19 infection?
2. Aggregated results from US, UK, Germany, Italy, France, China and Japan

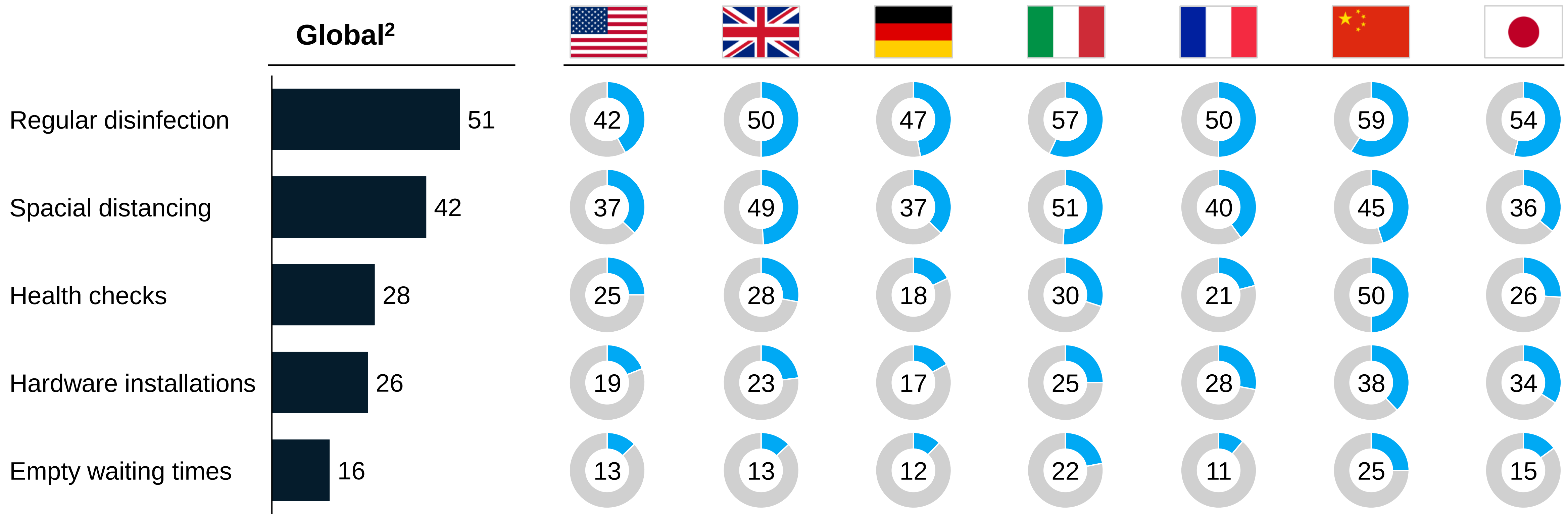
Source: McKinsey Center for Future Mobility

Regular disinfection and spacial distancing are seen as the most effective measures to reduce risk of infection

Results of wave 1 (May 9-18), wave 2 (May 27-29), and wave 3 (June 16-18)

Measures that would increase likelihood of using a mode of transporation[1]

Number of respondents, in percent



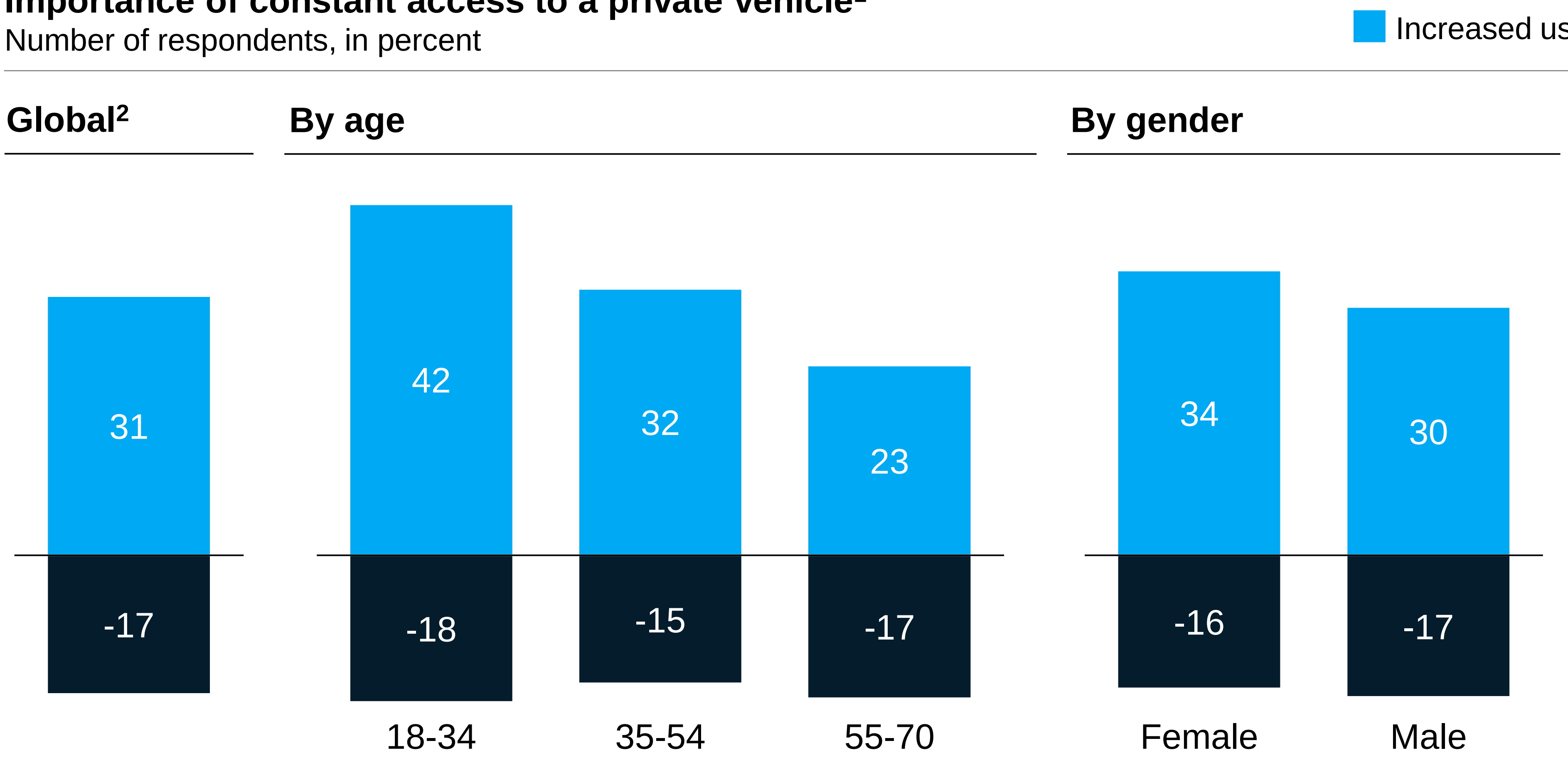
1. Q: Given TODAY'S situation, what safety measure of mobility service providers would increase the likelihood that you use that service? Please consider trips by public transport, vehicle-sharing, ride hailing / taxi and shared micromobility..
2. Aggregated results from US, UK, DE, IT, FR, CH, JP

Source: McKinsey Center for Future Mobility

The importance of direct access to a private vehicle has increased, especially among younger and female consumers

Results of wave 1 (May 9-18), wave 2 (May 27-29), and wave 3 (June 16-18)

Importance of constant access to a private vehicle[1]
Number of respondents, in percent



- Majority of respondents **value constant access to a private vehicle more** than before the COVID-19 outbreak
- Increased importance of constant access to a private vehicle with **highest relevance amongst younger and female consumer**

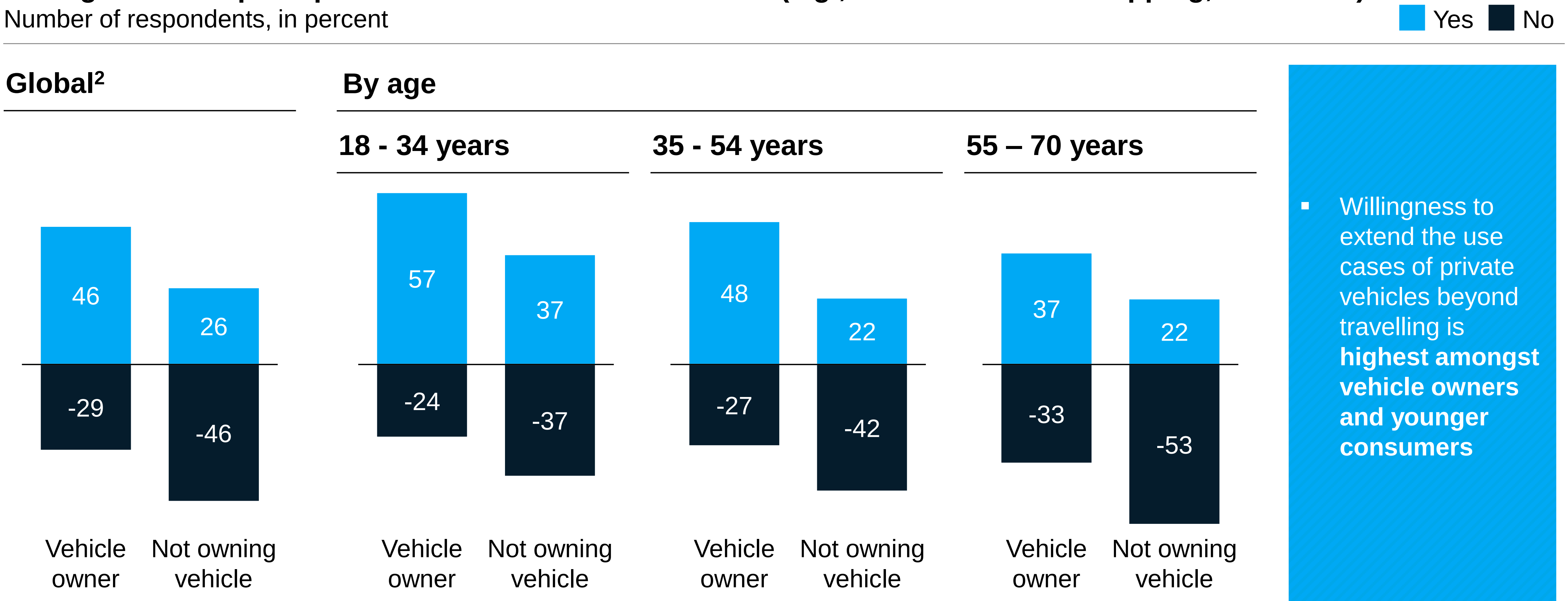
1. Q: How has the importance of having constant access to a private vehicle changed since the COVID-19 outbreak?
2. Aggregated results from US, UK, DE, IT, FR, CH, JP

Source: McKinsey Center for Future Mobility

Based on their experience of COVID-19, almost half of vehicle owners can imagine to expand use of their vehicle to new use cases

Results of wave 1 (May 9-18), wave 2 (May 27-29), and wave 3 (June 16-18)

Willingness to expand private vehicles to new use cases (e.g., via drive-ins for shopping, or cinema)[1]
Number of respondents, in percent



- Willingness to extend the use cases of private vehicles beyond travelling is **highest amongst vehicle owners and younger consumers**

1. Q: Could you imagine extending your use of private vehicles beyond travelling in the future?
2. Aggregated results from US, UK, DE, IT, FR, CH, JP

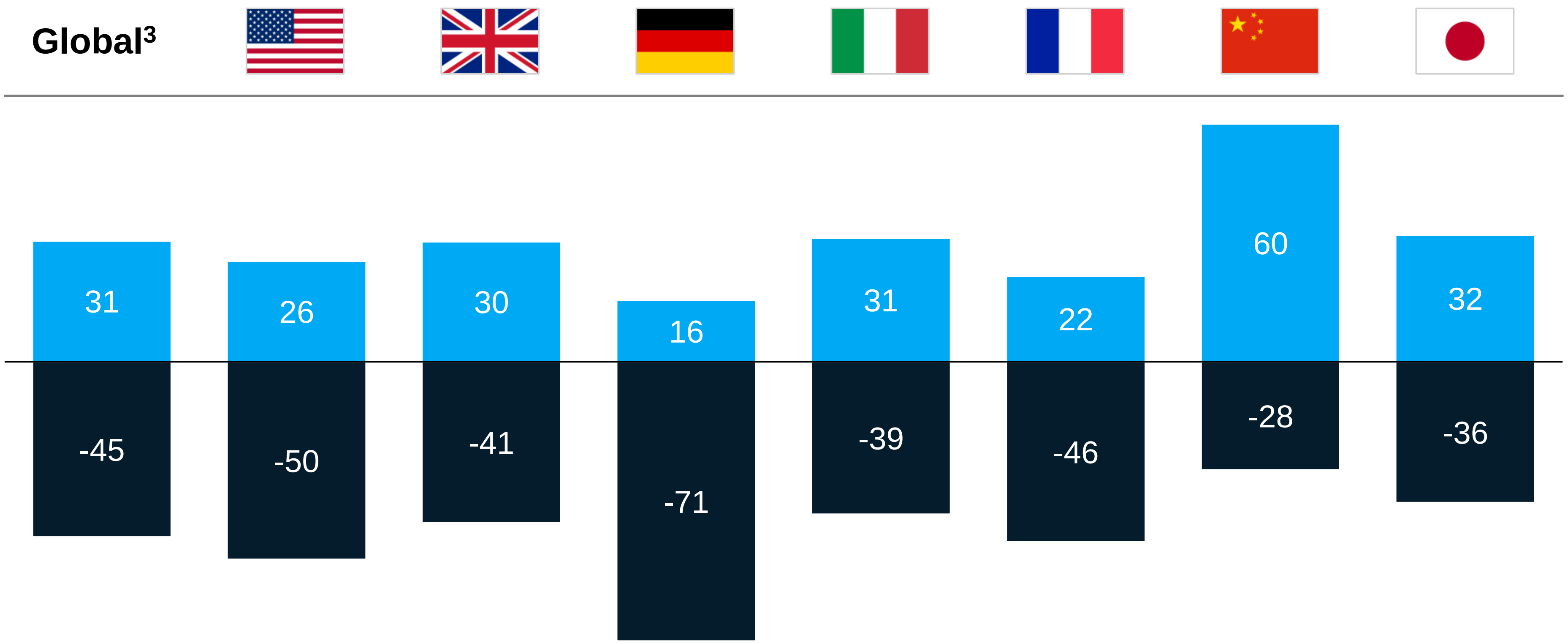
Source: McKinsey Center for Future Mobility

With the experience of COVID-19, a third of consumers value autonomous driving more than before

Results of wave 1 (May 9-18), wave 2 (May 27-29), and wave 3 (June 16-18)

Do you value autonomous vehicles more than before the COVID-19 outbreak?[1,2]
Number of respondents, in percent

Yes No



- Despite regional differences, **1/3 of consumers value autonomous vehicles more** due to the pandemic
- Chinese respondents show **highest increase** in valuation, whereas most German consumers are rather reserved

1,2.Q: Based on your experience with COVID-19, do you value autonomous vehicles more than before the pandemic?
3. Aggregated results for US, UK, Germany, Italy, France, China and Japan

Source: McKinsey Center for Future Mobility

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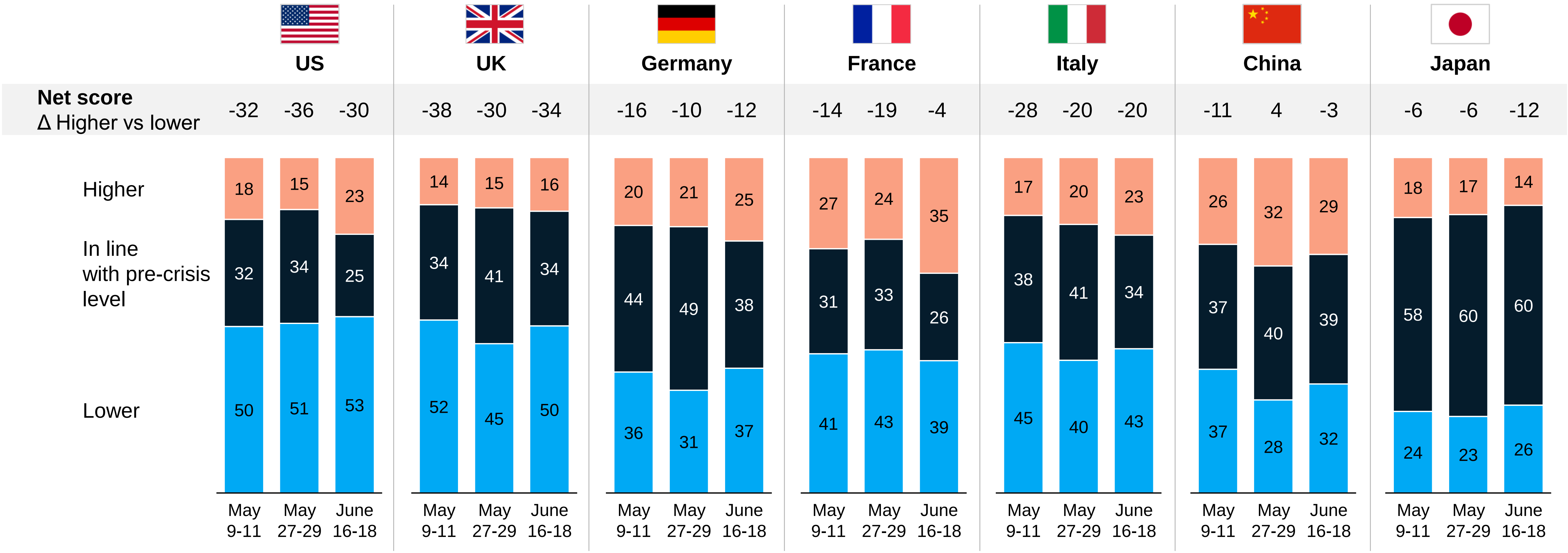
Most consumers observe discount levels below or line with pre-COVID-19; still, increasing share of consumers observing increases

Observed discount levels compared to pre-crisis levels[1], Percent of respondents



1. Q: Have you observed any changes in offered price discounts for purchasing or leasing a new or used car over the last 2 weeks compared to levels before the COVID-19 outbreak?
Note: Answer “I did not observe/research any price discounts” excluded

Source: McKinsey Global COVID-19 Automotive Consumer Survey (May 9-17, May 27-29, June 16-18)