Marketing Autonomous Vehicles The Future is Now

It is predicted that autonomous driving could create \$400B in revenue by 2035.





However, there can be driver assistance features. **Example: Cruise Control**

Level 0 - No Driving Automation

The Six Levels of

Autonomous Vehicles

As set by the Society of **Automotive Engineers (SAE).**

Level 1 - Driver Assistance Example: Adaptive Cruise Control **Level 2 - Partial Driving Automation**

Vehicle can control steering and speed.

Level 3 - Conditional Driving Automation Vehicle can make informed decisions.

Level 4 - High Driving Automation

Vehicle can intervene if things go wrong or there is a system failure.

Level 5 - Full Driving Automation No human attention required. No steering wheel or acceleration/brake pedals.

Benefits of **Reduced Traffic**

Productivity

Passenger

Improved Safety

Congestion

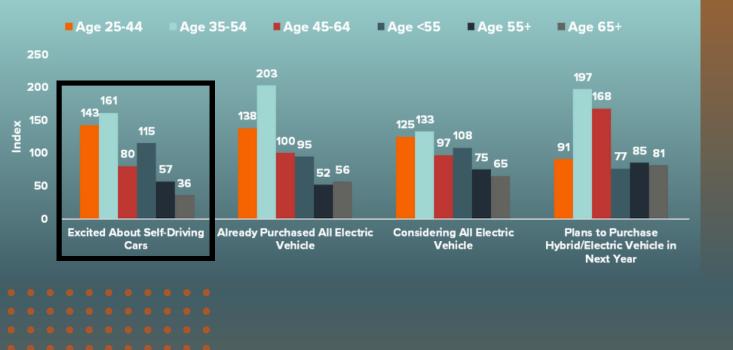
Vehicles

Autonomous

Increased Accessibility

Attitudes On Self-Driving & Electric Vehicles

Energy Efficiency



Home Value by Index Level Enthusiasts are 149% We identified the six Claritas <\$50K 61 more likely to own a **PRIZM Premier audience** \$50K-\$99K 90 home worth more

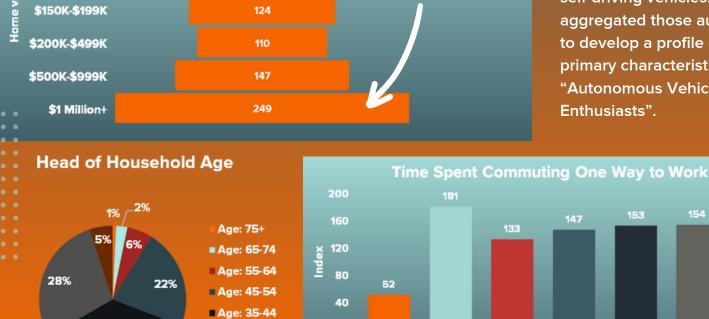
than \$1 Million.

AutoNation

205

Autonomous Vehicle

Enthusiasts



118

segments that indexed the highest for being excited for self-driving vehicles. We then aggregated those audiences to develop a profile of the primary characteristics of "Autonomous Vehicle Enthusiasts".

Age: 18-24

\$100K-\$149K

Enthusiasts are clearly researchers. Typically they will explore multiple sites before purchasing, with their top auto site being CarMax.com. Enthusiasts also overindex for other new and/or leading-edge

Autonomous Vehicle

5G Devices/Networks Smart-home Virtual/Augmented Reality **Recreational Drones**

anything for

products I want.

My occupation is in

computers, math

and/or upper

management.

electronic

Metaverse

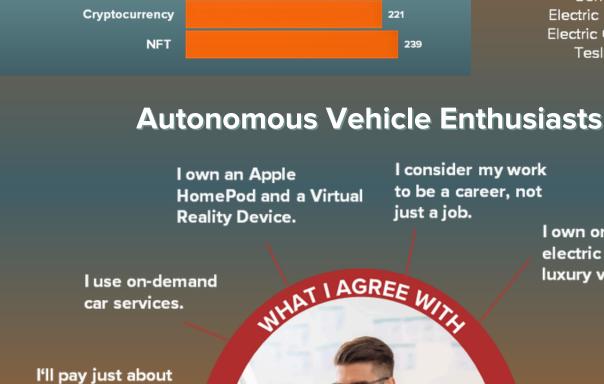
technologies. Look for ways to

appeal to their "techy" side.



50

Index



Additional Technologies Excited About - by Index Level

Vehicles Than Other Segments) Electric Toyota Mirai Polestar Vehicles Electric Rivian r15 Genesis Truck Electric Hyndai Kona Genesis GV60 Electric Hyundai Kona

Electric Chevrolet Bolt

Tesla Model Y

100

Enthusiasts Top Vehicles (2 - 3X More Likely to Own These

142

150

I own or lease an electric or hybrid luxury vehicle.

I plan to have a child within

the next 12

I have a battery storage system

& solar panels

months.

I find video games to be more entertaining than television.

on my house. I shop at Saks

> Fifth Avenue, Bloomingdale's

I read The Economist, Game Informer and The Atlantic (print + digital).

and REI.

Simply Know MORE with Claritas

7_{Utonomous} Vehicle Enthusiasts

Claritas is an intelligence and data driven marketing company leveraging unique data and an unparalleled identity graph to help marketers.



Know more about who your best customers and prospects are with our industry-leading segmentations



Know more about how and where to reach your best

audiences across devices and

channels with the Claritas

Identity Graph



working and improve what isn't with our near real-time analytics and advanced modeling capabilities



800.234.5973 or visit www.claritas.com