

# Marketing Autonomous Vehicles ... The Future is Now

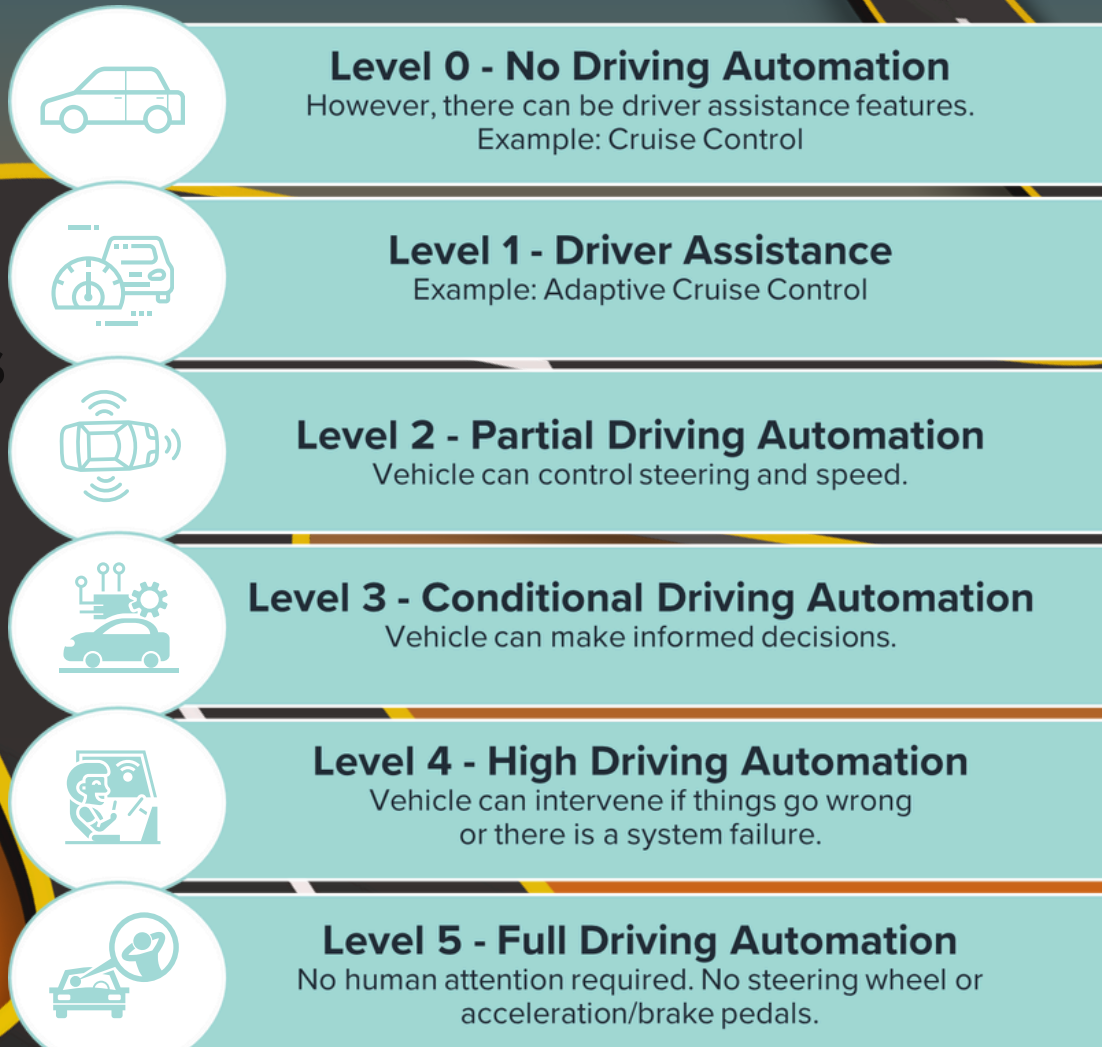
It is predicted that autonomous driving could create \$400B in revenue by 2035.

Source: McKinsey



## The Six Levels of Autonomous Vehicles

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



## Benefits of Autonomous Vehicles

Passenger Productivity

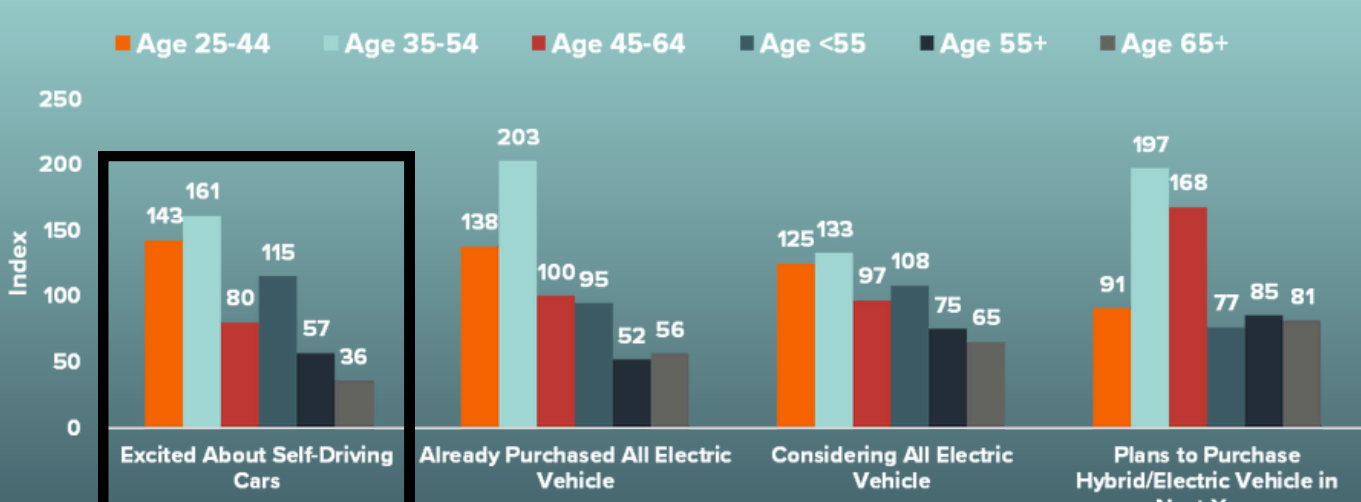
Reduced Traffic Congestion

Improved Safety

Increased Accessibility

Energy Efficiency

### Attitudes On Self-Driving & Electric Vehicles



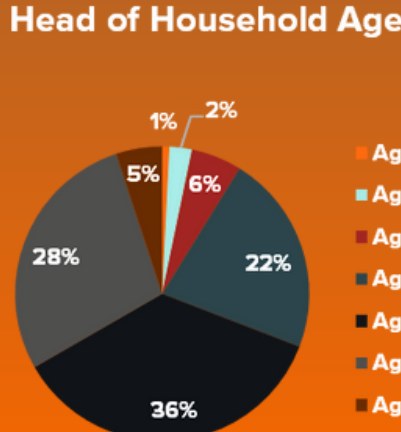
## Autonomous Vehicle Enthusiasts



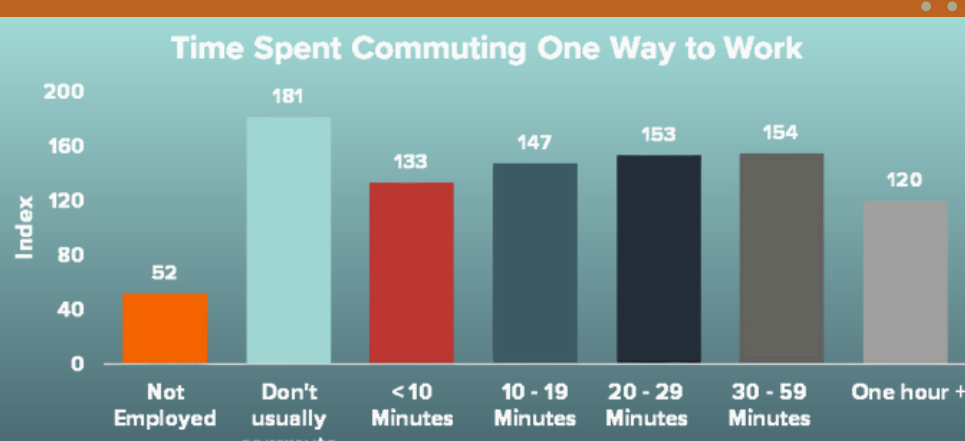
Enthusiasts are 149% more likely to own a home worth more than \$1 Million.

We identified the six Claritas PRIZM Premier audience 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".

### Head of Household Age

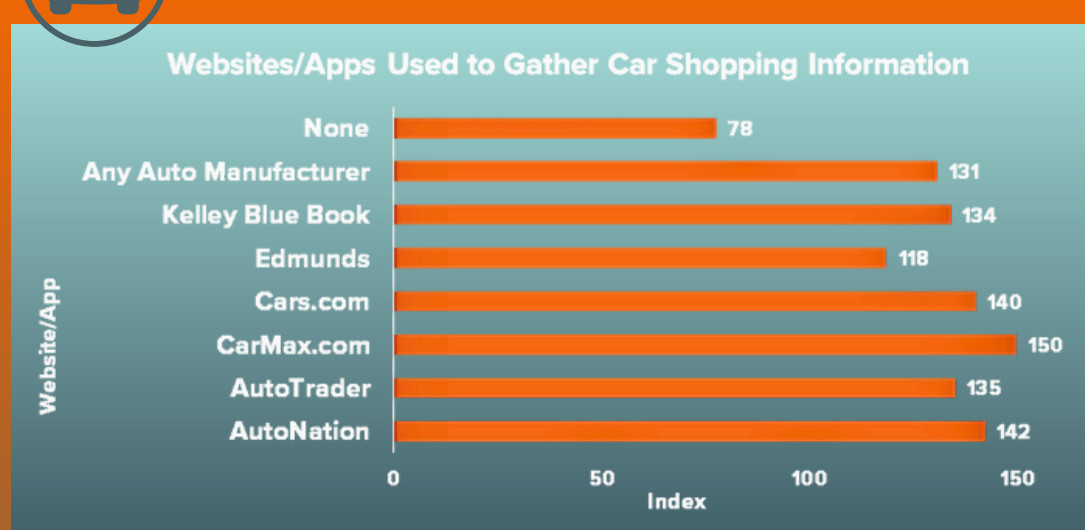


### Time Spent Commuting One Way to Work

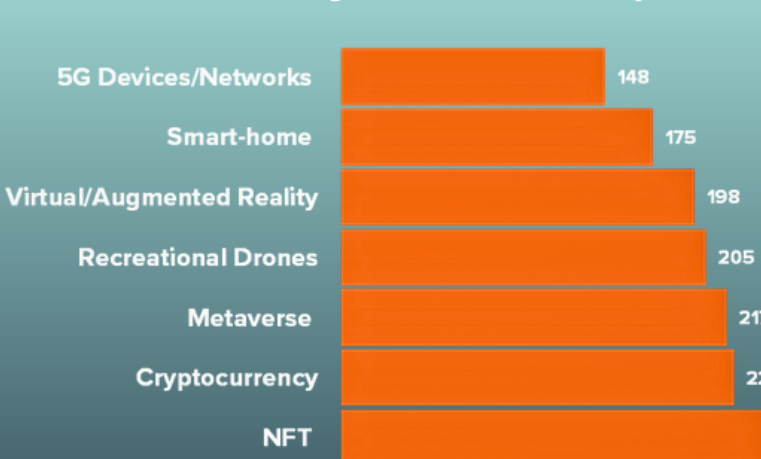


Autonomous Vehicle Enthusiasts are clearly researchers. Typically they will explore multiple sites before purchasing, with their top auto site being CarMax.com.

Enthusiasts also overindex for other new and/or leading-edge technologies. Look for ways to appeal to their "techy" side.



### Additional Technologies Excited About - by Index Level



### Enthusiasts Top Vehicles (2 - 3X More Likely to Own These Vehicles Than Other Segments)

Electric Toyota Mirai  
Polestar Vehicles  
Electric Rivian r15  
Genesis Truck  
Electric Hyundai Kona  
Genesis GV60  
Electric Hyundai Kona  
Electric Chevrolet Bolt  
Tesla Model Y

## Autonomous Vehicle Enthusiasts



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



### Deliver

Know more about how and where to reach your best audiences across devices and channels with the Claritas Identity Graph



### Optimize

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



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