









Trends among consumers willing to adopt first

Autonomous cars are seen as a technology innovation embraced by tech-savvy adopters

Intend to OWN autonomous vehicle when available	Types of Consumers	Intend to use autonomous vehicle SERVICE when available
64%	 The Virtual Urbanite	66%
60%	 The Proud Achiever	56%
56%	 The Savvy Sociable	49%
40%	 The Mindful Mover	47%
31%	 The Passionate Purist	29%
27%	 The Careful Follower	24%

