

Interior of the Car - US - 2021

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Factors driving consumers interest in interior car features
- Attitudes toward the interior of the car
- Desired features for vehicles in the future

More than two thirds of consumers view the inside of their car as a calming place. Many consumers may view the inside of their vehicle as an escape from the hecticness and stressors of everyday life that often take place outside of the vehicle. Automakers can look to highlight interior features that can help consumers relax and manage, as well as explore cross-category partnerships with other brands that focus on doing the same.

The vehicle inventory challenges spurred by COVID-19 is impacting automakers' abilities to get new interior features to consumers – both because the vehicles are not able to be put on the market, and because the pandemic has caused some consumers to change or delay their car purchasing process. As consumers look to purchase their next vehicle, whether new or used, automakers and retailers must look for various ways to showcase the benefits of interior features, as well as offer consumers pricing and customization options to help them get, and pay for, only what they see value in.

Consumers want both comfort and technology features inside their vehicles. This creates opportunities for automakers to look to integrate interior features and benefits that improve the comfort level as well as the overall experience of being inside a vehicle. Thus, brands must take a balanced approach in communicating these various offerings so as to not overwhelm the consumer or lessen the appeal.



“Consumers have high expectations for the inside of their vehicles. They look for features that keep them comfortable and safe, as well as help create a more optimal experience and get more out of the car itself.”

– Vince DiGirolamo, Reports Director

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