

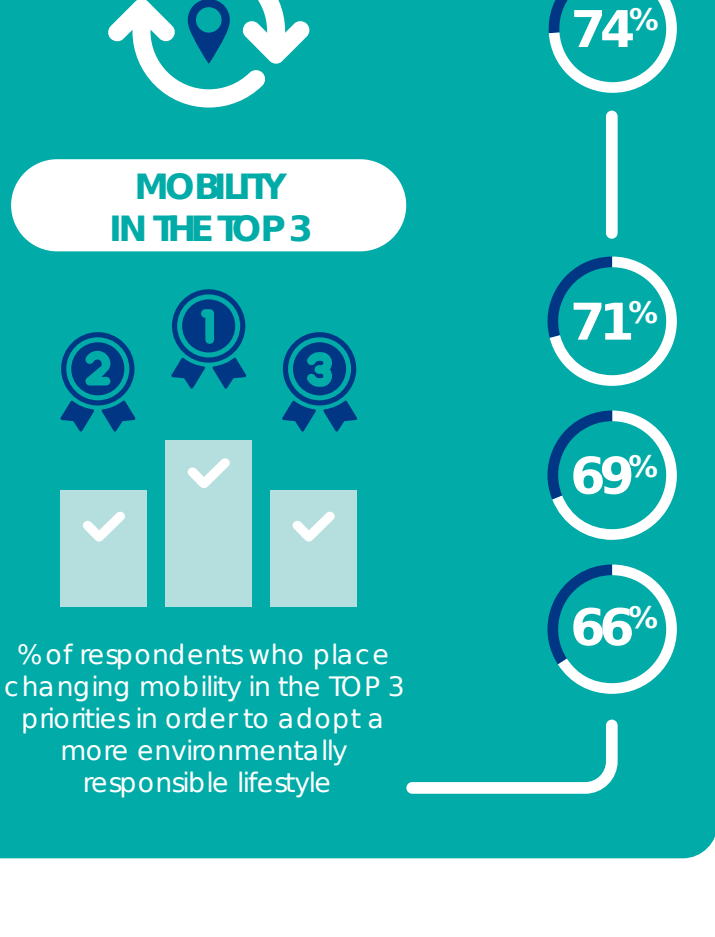


COCKPIT FOR THE PLANET

1 Mobility: key to adopting a more sustainable lifestyle

Changing the way we travel or commute is as important as changing the way we consume or eat..

But...

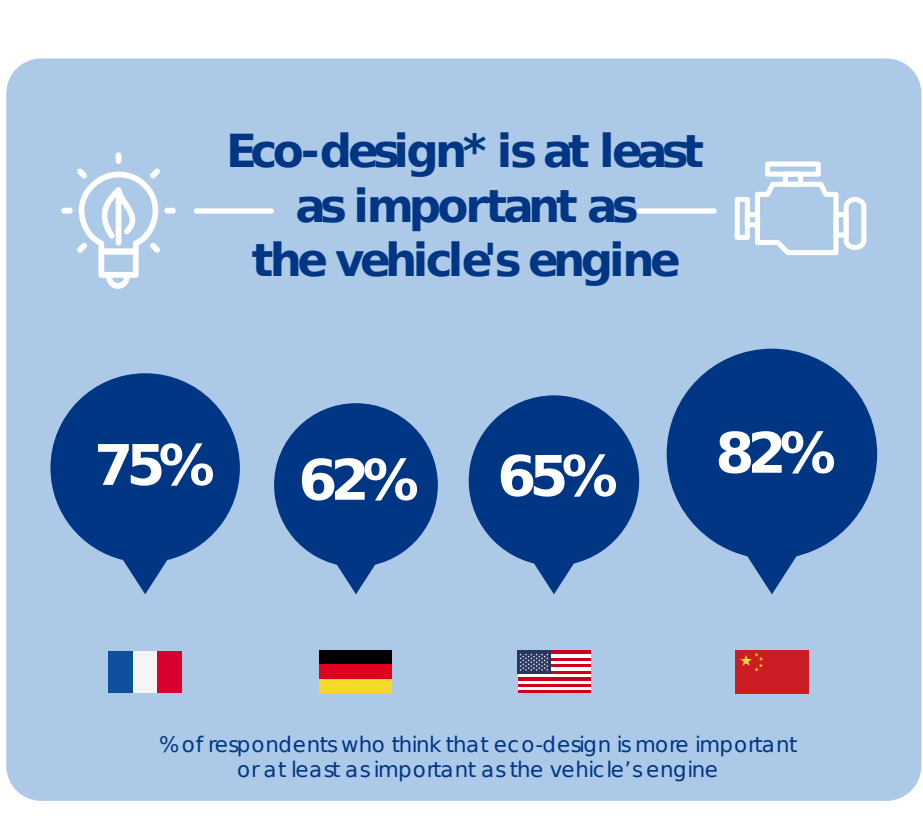


89% of Chinese drivers have never bought a second hand car

Western drivers are not willing to give up owning a car:



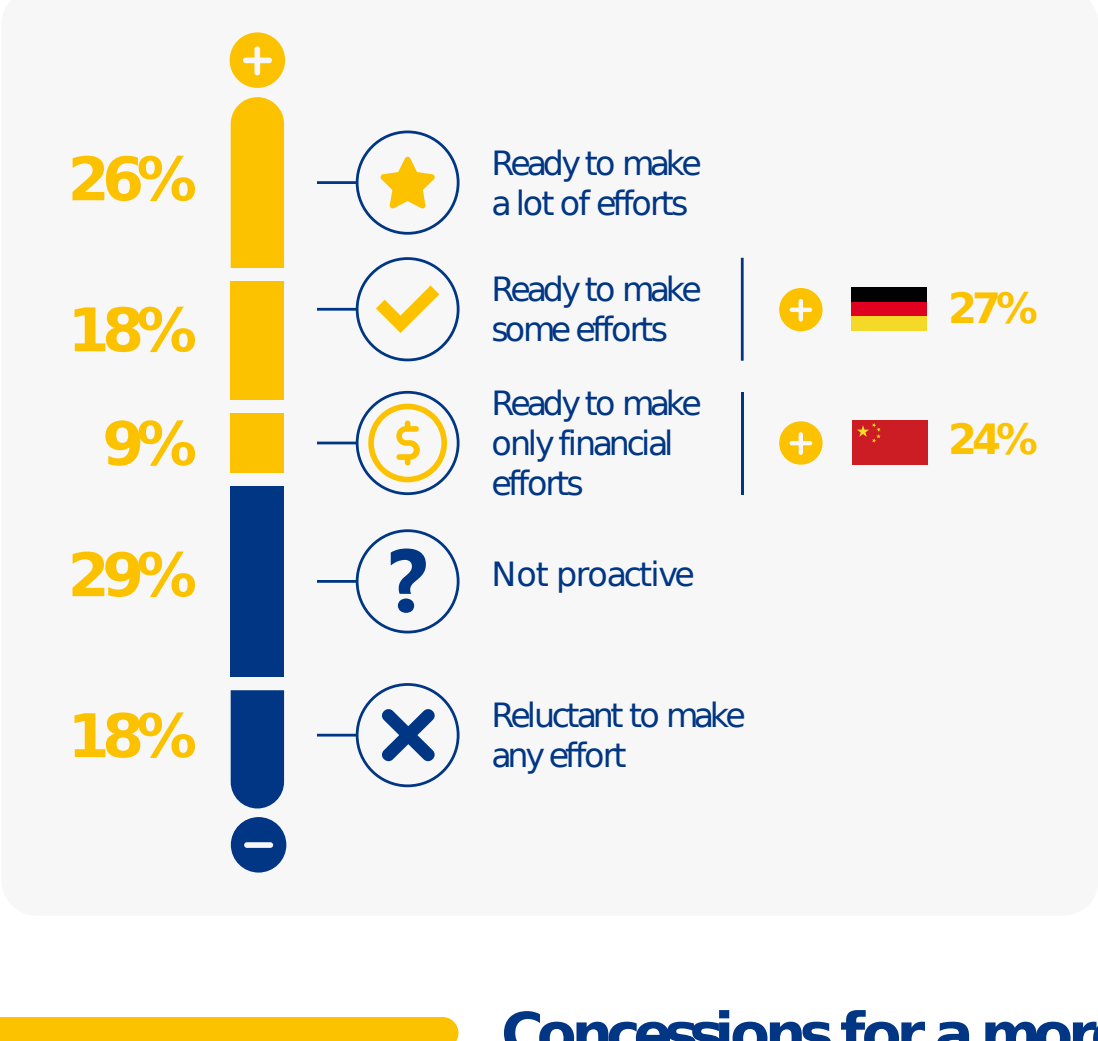
2 Eco design: an essential aspect for a more responsible car



- Low emission, Recycled and/or recyclable materials
- Can be repaired or refurbished to extend lifespan
- Energy-efficient
- Locally produced

*Eco-design in the automotive industry is a sustainable production model to make car interiors more environmentally responsible.

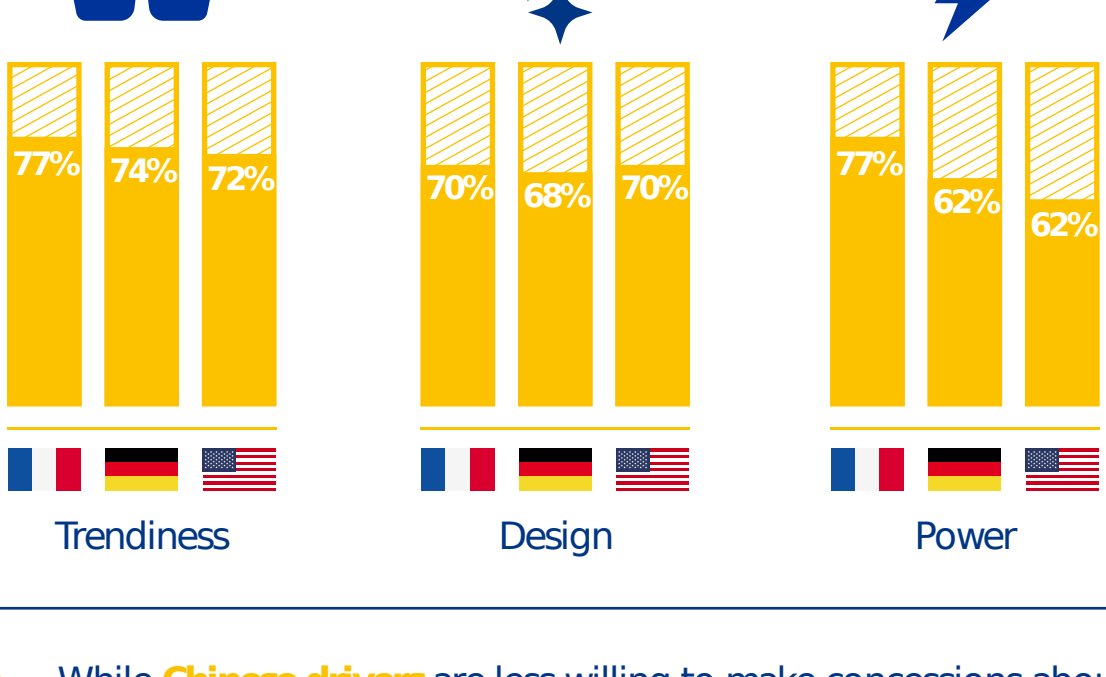
3 All drivers are not willing to put in the same level of effort



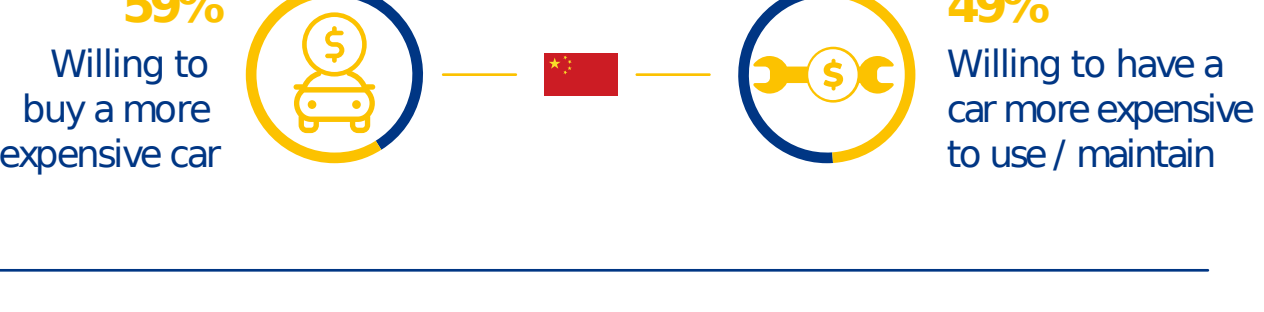
Concessions for a more sustainable vehicle: the trade off is not the same for each country

For all countries, no concessions about: safety, lifespan, comfort

6/10 Western drivers at least are willing to make concessions about trendiness, design and power of the car:

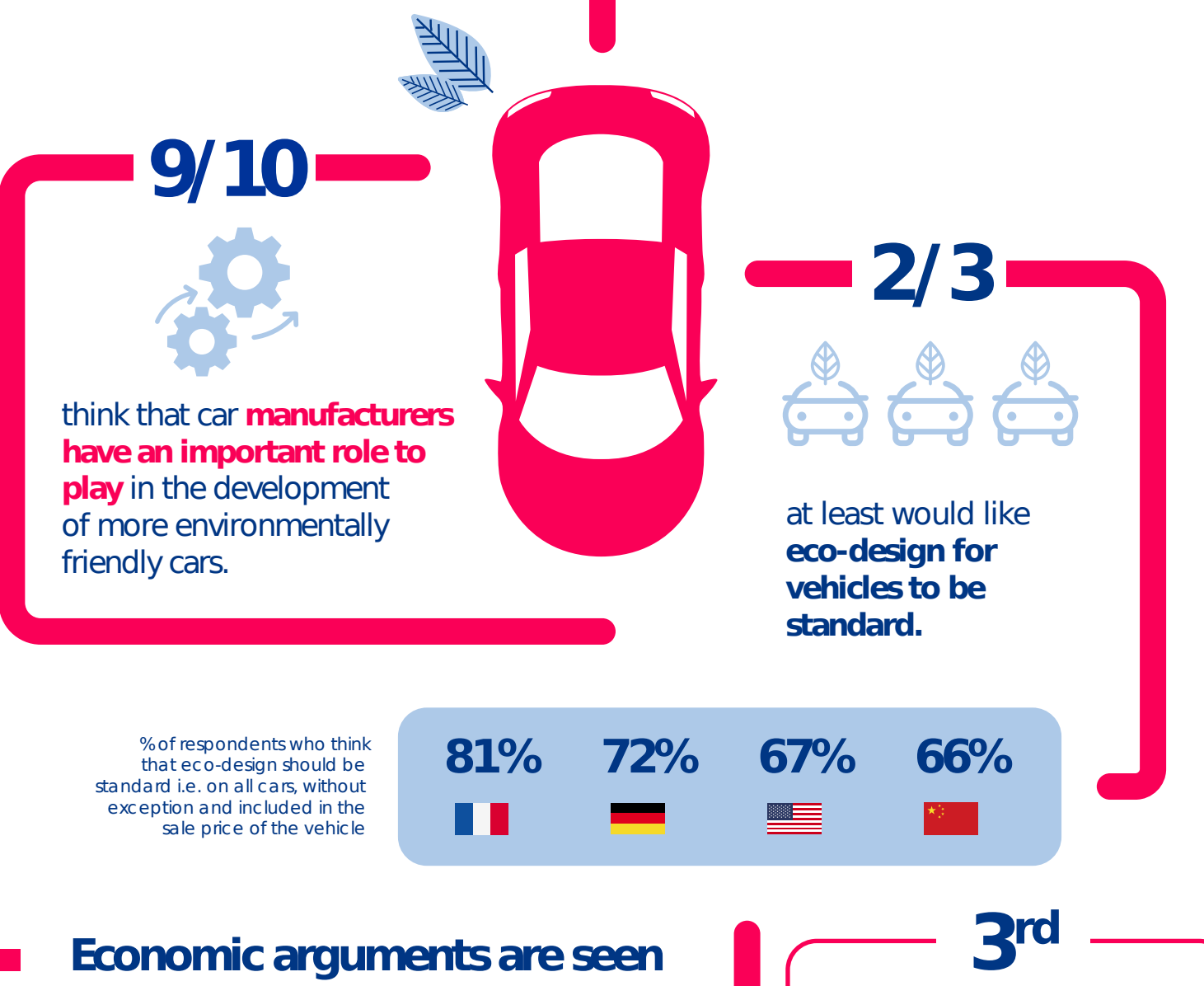


While Chinese drivers are less willing to make concessions about these 3 dimensions but are more willing to pay more to have a more environmentally friendly car:



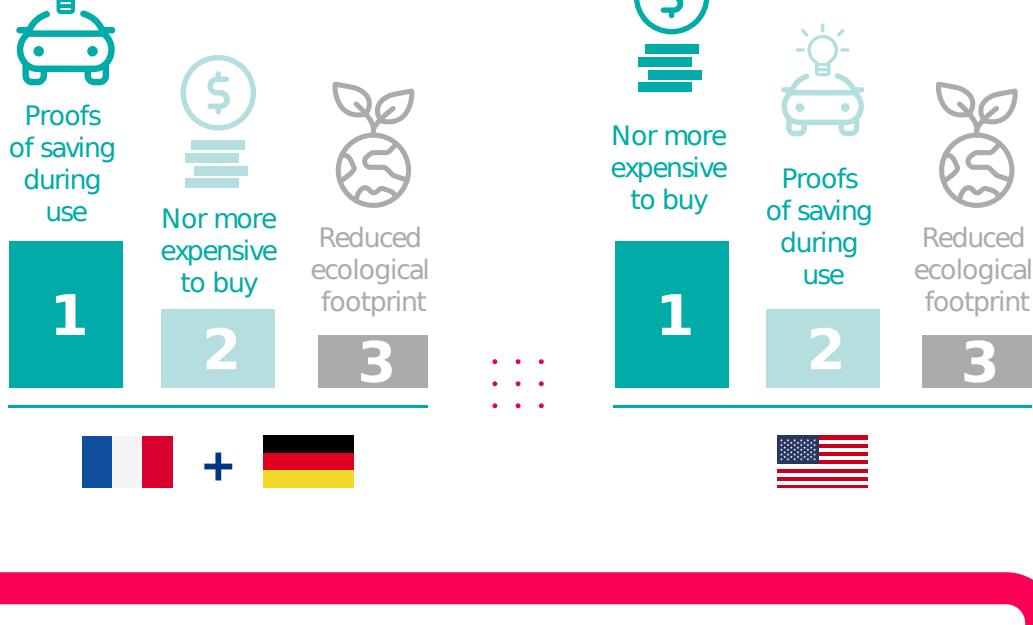
4 The challenge: make eco-design accessible & affordable

Consumers recognize their individual role in making an environmentally responsible choice.



Economic arguments are seen by Western drivers as more effective to convince them to buy an eco-designed car.

3rd The reduced ecological footprint is the third most effective driver for all countries.



While for Chinese drivers regulations enforced by authorities as well as the physical experience inside the vehicle interior are more effective.

