

ARTILLRY DATA BRIEFS

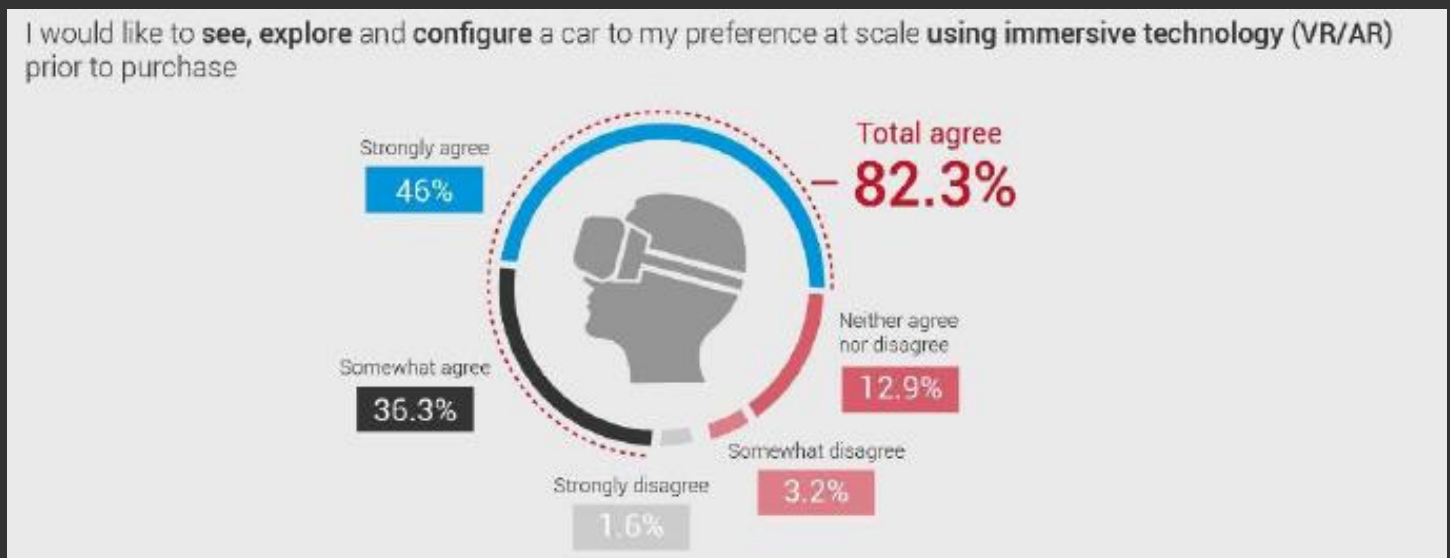
CAR SHOPPERS ARE HUNGRY FOR XR

10/01/18

82 percent of consumers “totally agree” that they’d like to see, explore and configure their next car using immersive technologies like AR and VR. This is according to the latest survey conducted by VR Intelligence, in partnership with ZeroLight, in anticipation of VRX 2018.

One of XR’s top projected industries is indeed automotive. That goes for manufacturer-facing functions like design, as well as consumer-facing functions like product visualization. For the latter, cars hit all the marks for product attributes that are fitting to AR visualization: big and expensive.

So it’s no surprise that consumers today are indicating interest in having XR aid the sometimes tedious car-buying process. AR visualization can better inform car shoppers at the top of the funnel, while immersive VR tours can let them further filter choices without going to the dealership.

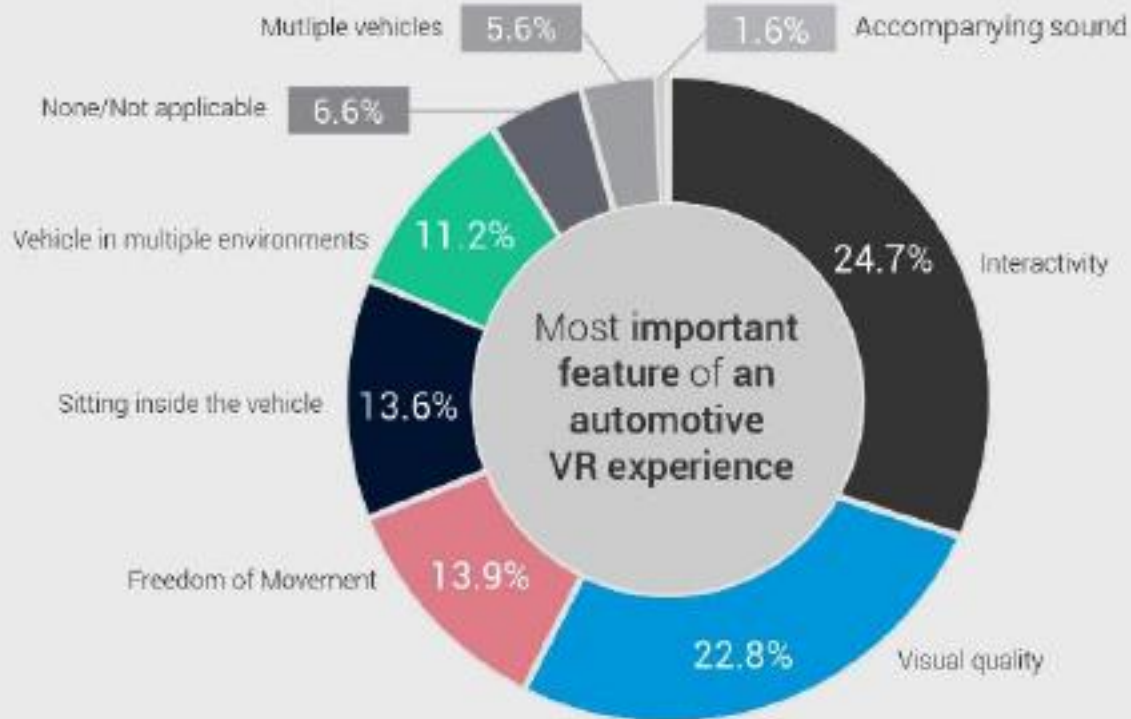
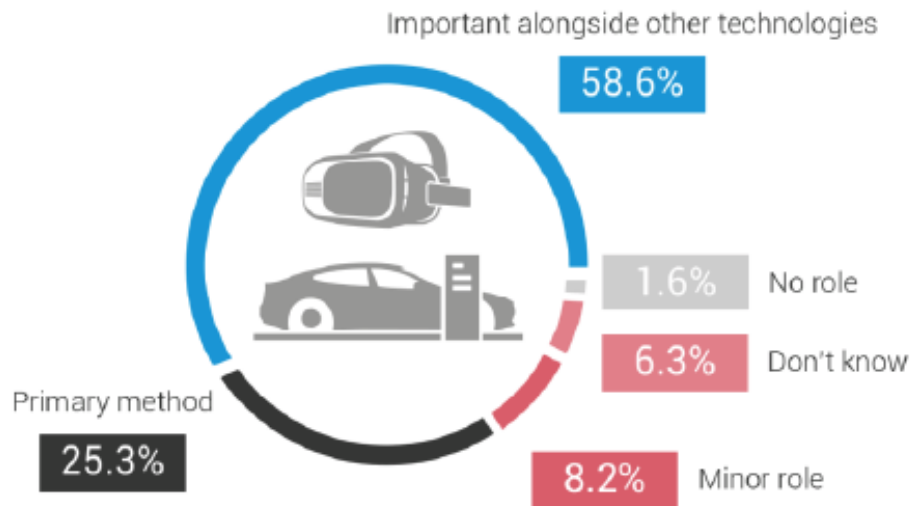


But XR won’t be a silver bullet in car buying. A majority of consumers believe it will be important alongside other technologies like web search. The aspects of XR that will bring the most value according to survey respondents include interactivity, visual quality and freedom of movement.

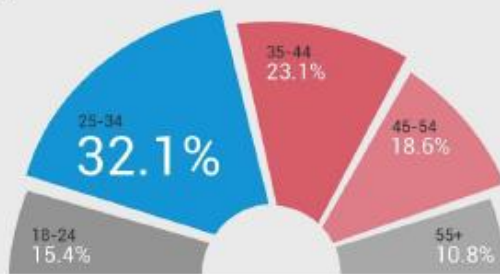
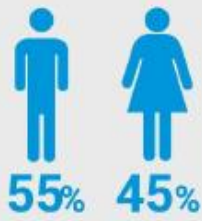
But perhaps most importantly, how will XR actual influence car purchases? This is the real ROI metric and impetus for sell-side adoption. And though it’s hard to pinpoint that with “aspirational” survey data, the results are promising: 88.5 percent believe XR will influence their purchase.

You can see more detail in the infographic below, including demographic info. All of this pertains to the overall sample, but the report also segments results by country. Download the full report here to see those breakdowns as well as methodology and sample demographics.

Expected role of immersive technologies in the automotive retail market in 2027



Demographic Breakdown

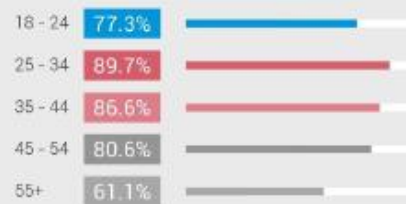
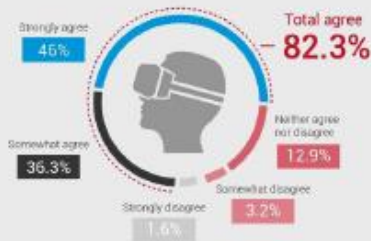


90.1%

expect to be able to **see, design and select preferences** for the car prior to purchase

I would like to **see, explore and configure** a car to my preference at scale using immersive technology (VR/AR) prior to purchase.

% of those who agree with demographic segment



Likelihood of **purchasing** the vehicle of choice after **exploring and designing** in VR

88.5%

43.6% Very Likely
44.9% Somewhat Likely

Expected role of **immersive technologies** in the **automotive retail market 10 years from now**



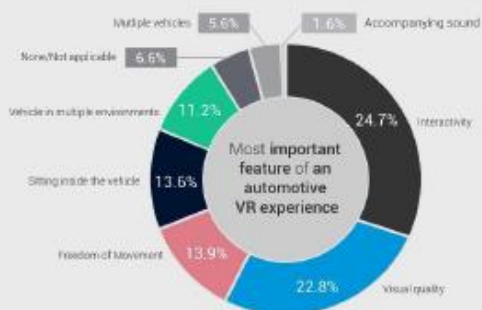
Impact of **high-quality automotive VR** experience that lets you **design, interact and select preferences** in VR on the perception of **brand quality**



I would expect to feel a greater **sense of connection** with a brand when using **immersive technologies** such as VR/AR versus other mediums



Likelihood of **action** if a **dealership offered an immersive tech experience**



Influence of **seeing a car** in different **environments** on **purchase intent**



About ARtillery Intelligence

ARtillery is a publication and intelligence firm that examines augmented reality and virtual reality, collectively known as XR. Through writings, data and multimedia, it provides deep and analytical views into the industry's biggest players and opportunities. It's about insights, not cheerleading.

Run by career analyst and journalist Mike Boland, coverage is grounded in a disciplined and journalistic approach. It also maintains a business angle: Though fun and games permeate VR and AR (especially the former) long-term cultural, technological and financial implications are primary.

Learn more at <https://artillery.co/about>





About the Author

Mike Boland was one of Silicon Valley's first tech reporters of the Internet age, as a staff reporter for *Forbes* (print) starting in 2000. He has been an industry analyst covering mobile and social media since 2005, and is now Chief Analyst of *ARtillery Intelligence*, covering emerging tech.

Mike is a frequent speaker at industry conferences such as VRLA, ad:tech and LeadsCon. He has authored in-depth reports and market-sizing forecasts on the changing tech & media landscape. He contributes regularly to highly read online news sources such as *TechCrunch*, *Business Insider* and the *Huffington Post*.

A trusted source for tech journalists, his comments have appeared in A-list publications, including *The New Yorker*, *The Wall Street Journal* and *The New York Times*.

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Contact

Questions and requests for deeper analysis can be submitted at:

<https://artillery.co/contact/>



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