

# RESULTS SURVEY “DESIGN OF THE SION”

Data Analytics from  
16,000 Participants



# DATA ANALYSIS

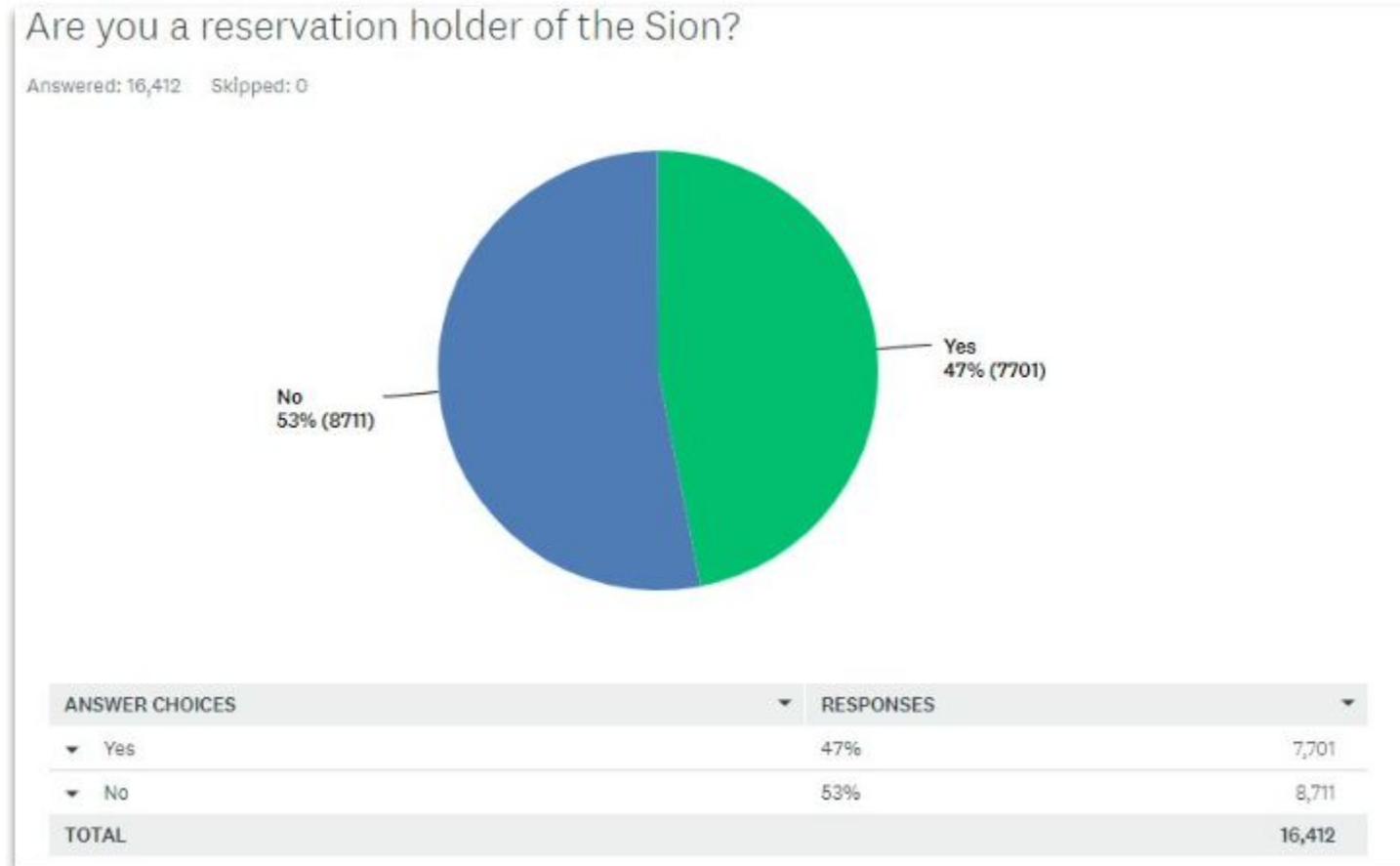
OF THE #1 SURVEY WITH 16,000 PARTICIPANTS (JAN 2021)

**CATEGORY**

GENERAL DATA



Divided survey into two groups.



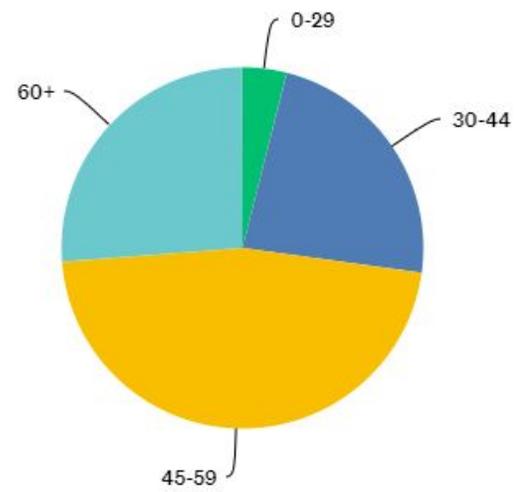
AGE

73% over 45 years old.

Whole Community

How old are you?

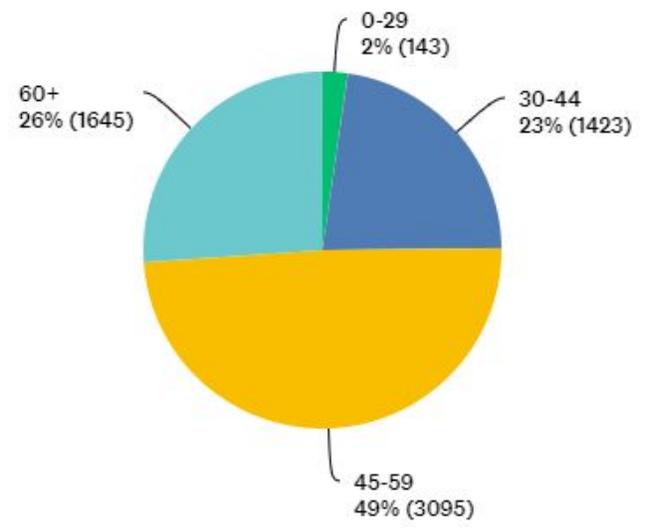
Answered: 12,008 Skipped: 4,405



Reservation Holder Only

How old are you?

Answered: 6,306 Skipped: 1,401



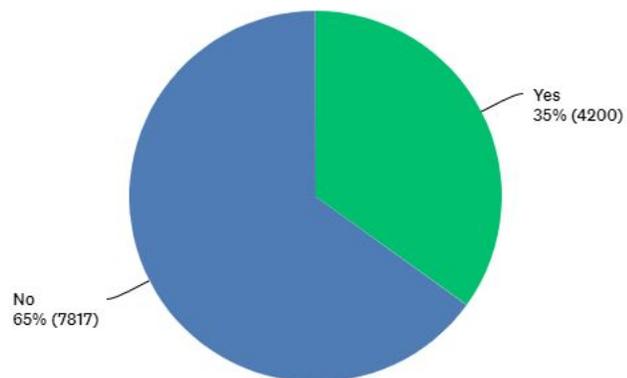
## EV-DRIVING EXPERIENCE

# Still, majority has not driven an EV.

### Whole Community

Have you ever own or driven an EV for more than 2,000 km?

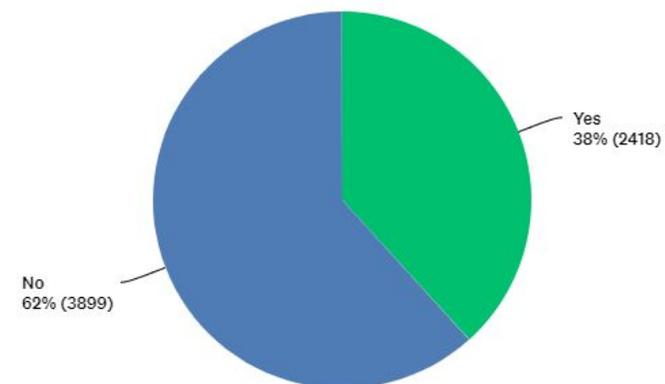
Answered: 12,017 Skipped: 4,396



### Reservation Holder Only

Have you ever own or driven an EV for more than 2,000 km?

Answered: 6,317 Skipped: 1,390



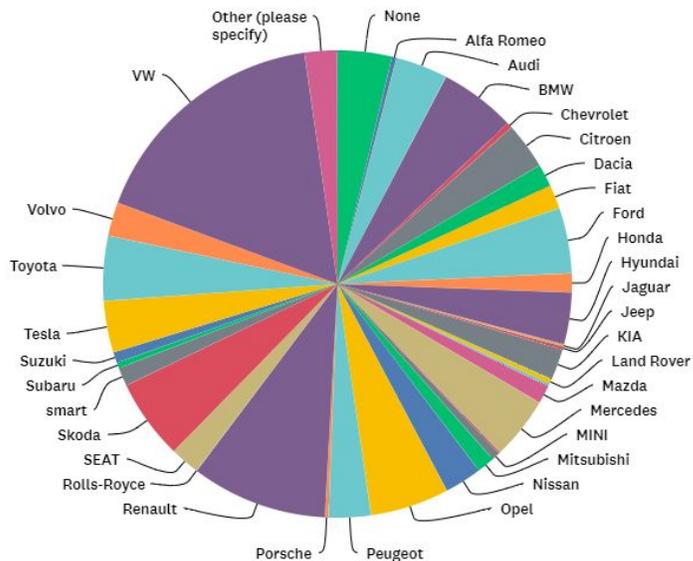
CURRENT CAR

# VW and Renault.

## Whole Community

Of which brand is your current vehicle?

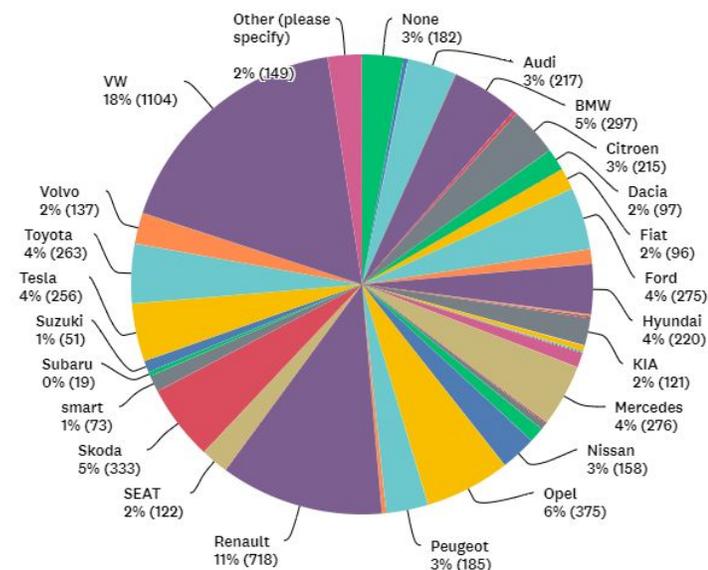
Answered: 11,924 Skipped: 4,489



## Reservation Holder Only

Of which brand is your current vehicle?

Answered: 6,278 Skipped: 1,429



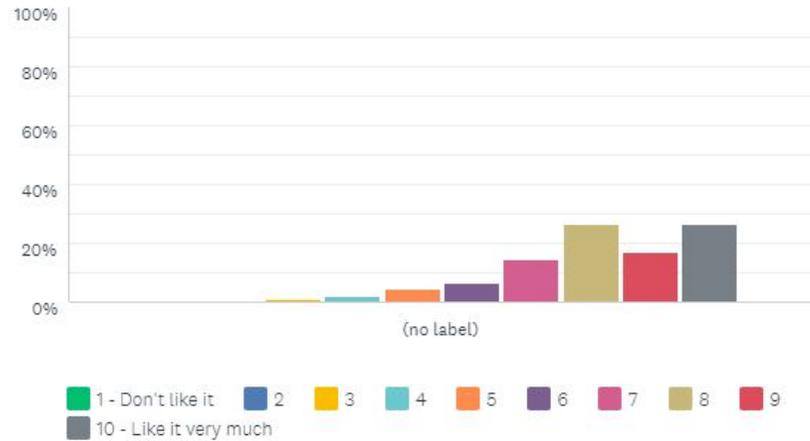
## OUR COMMUNICATION

# Weighted average 8 out of 10.

### Whole Community

How do you like our communication?

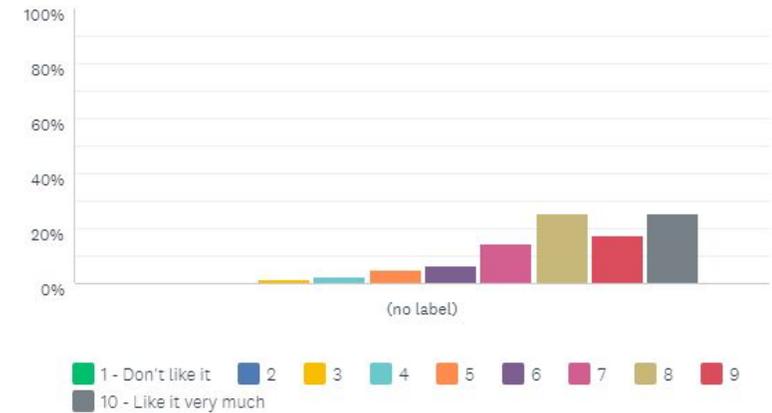
Answered: 11,969 Skipped: 4,444



### Reservation Holder Only

How do you like our communication?

Answered: 6,296 Skipped: 1,411



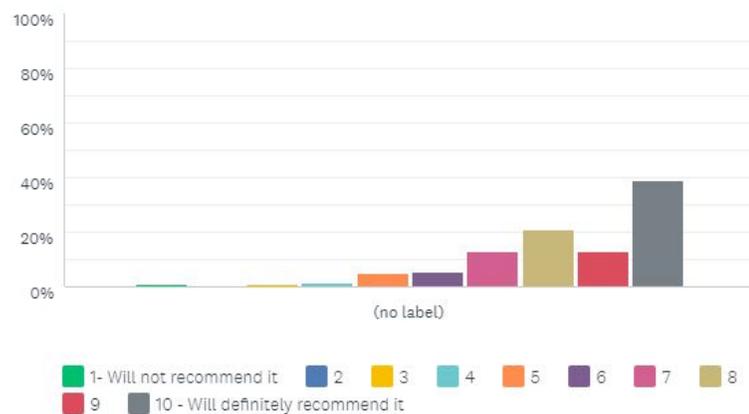
## NET PROMOTER SCORE (NPS)

Community: NPS 37 vs. Reservation Holder: NPS 50.

### Whole Community

How likely are you to recommend the Sion to a friend, family member or colleague?

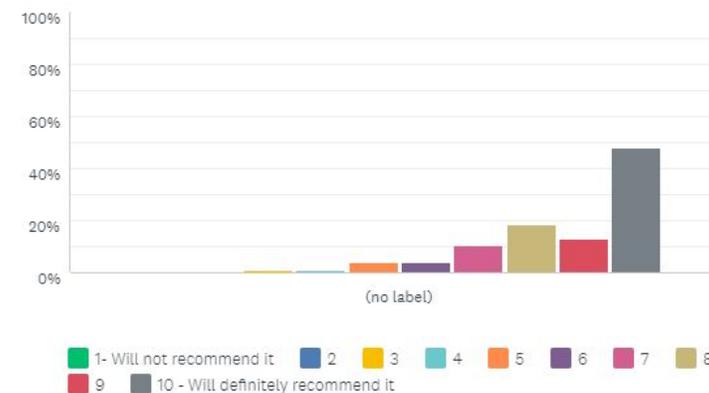
Answered: 11,913 Skipped: 4,500



### Reservation Holder Only

How likely are you to recommend the Sion to a friend, family member or colleague?

Answered: 6,262 Skipped: 1,445



CATEGORY

OVERALL DESIGN



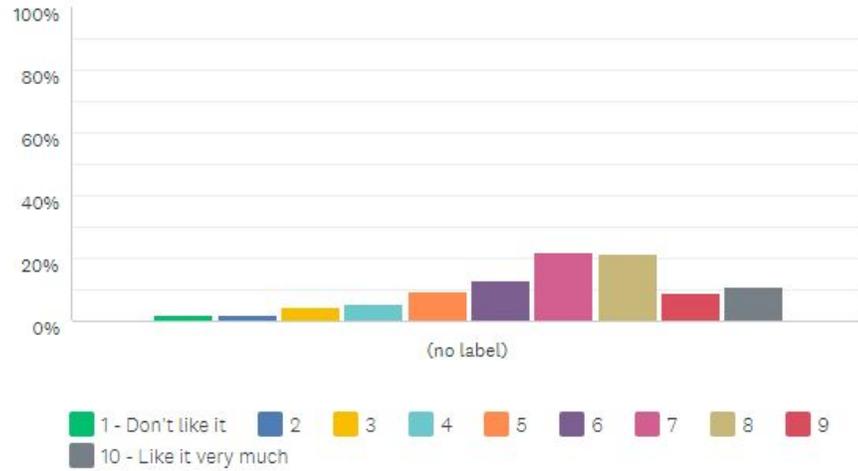
**OVERALL DESIGN**

Weighted average 7 out of 10.

Whole Community

How do you like the overall design of the Sion?

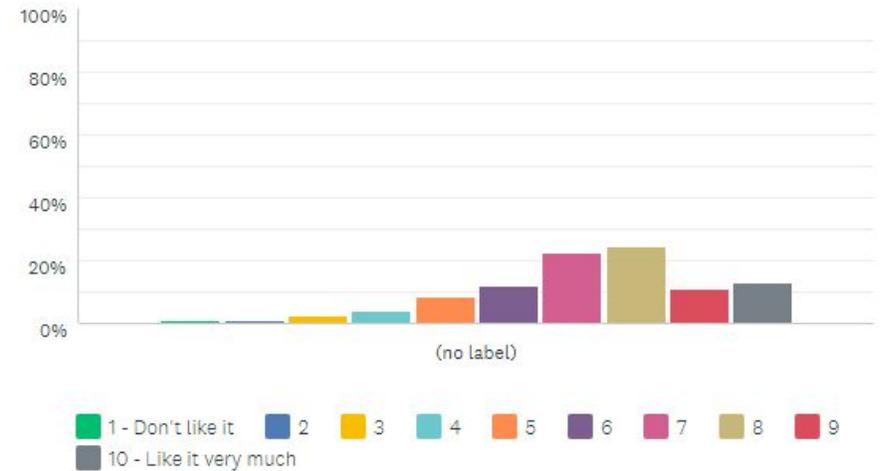
Answered: 14,503 Skipped: 1,909



Reservation Holder Only

How do you like the overall design of the Sion?

Answered: 7,138 Skipped: 569



CATEGORY

EXTERIOR



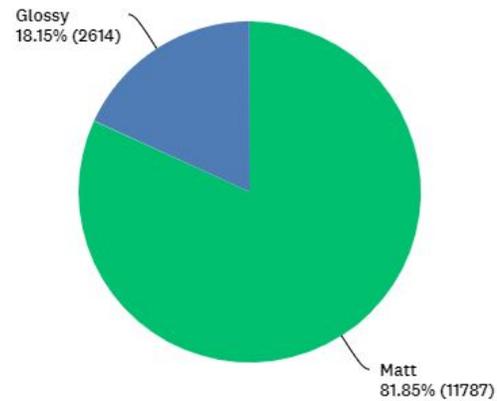
## MATT VS GLOSSY

# Majority for matt.

### Whole Community

Which do you like better: a matt car or a glossy car?Context: a matt surface increases the yield of solar kilometres.

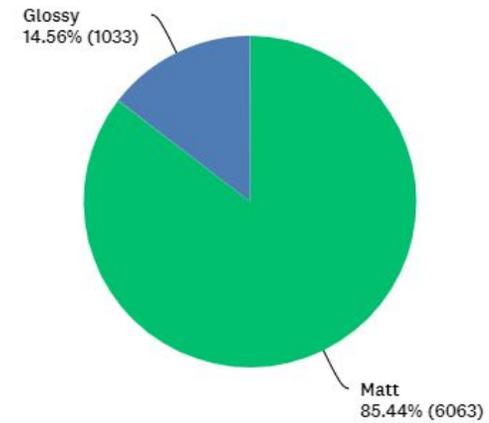
Answered: 14,401 Skipped: 2,011



### Reservation Holder Only

Which do you like better: a matt car or a glossy car?Context: a matt surface increases the yield of solar kilometres.

Answered: 7,096 Skipped: 611



### CLEARANCES GAPS

No trend discernible. Weighted average 5 out of 10.

Whole Community

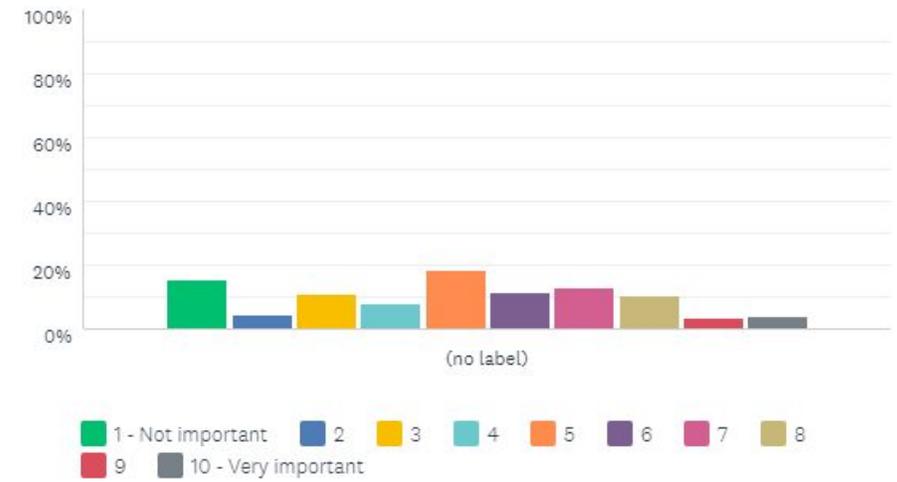
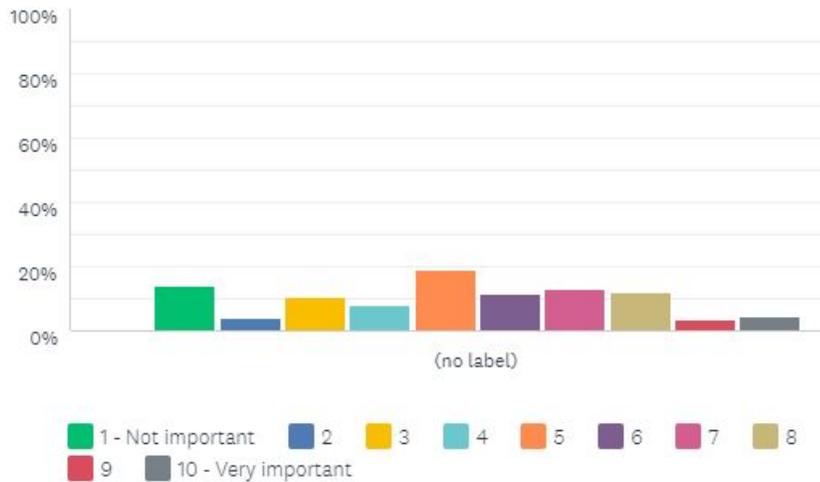
Reservation Holder Only

How important are small clearances on the exterior?

How important are small clearances on the exterior?

Answered: 14,109 Skipped: 2,303

Answered: 6,921 Skipped: 786

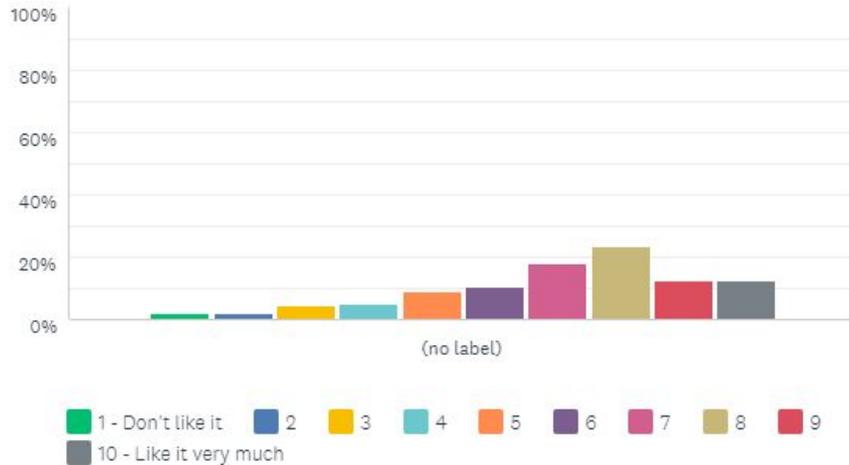


# Weighted average 7 out of 10.

## Whole Community

How do you like the front?

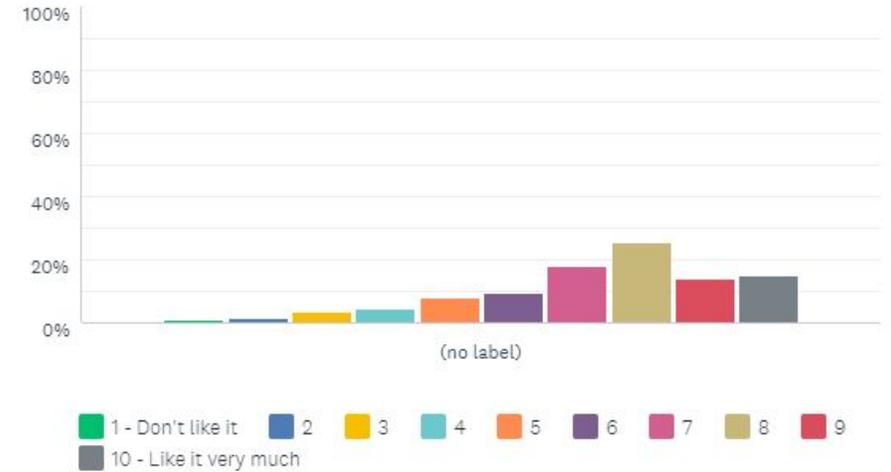
Answered: 12,728 Skipped: 3,684



## Reservation Holder Only

How do you like the front?

Answered: 6,552 Skipped: 1,155



DESIGN RANKING

Most important: Aerodynamics, Durability and # of Solarcells.

Whole Community

Please rank the following statements from "most important" to "unimportant":

Answered: 12,712 Skipped: 3,701



Reservation Holder Only

Please rank the following statements from "most important" to "unimportant":

Answered: 6,568 Skipped: 1,139

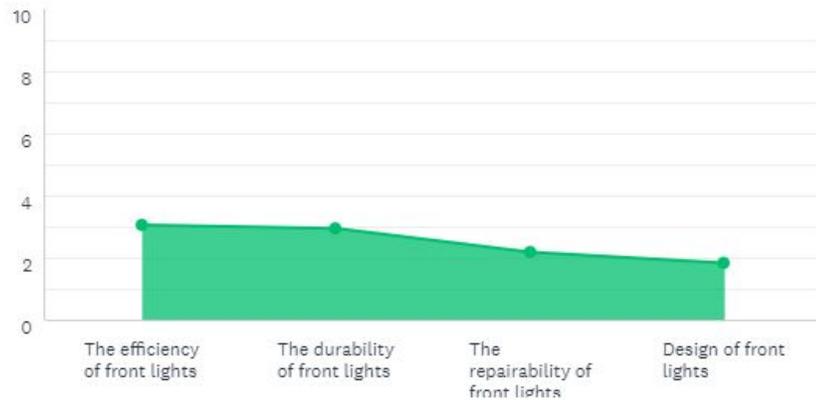


# Most important: Efficiency and Durability.

## Whole Community

Please rank the following statements from "most important" to "unimportant":

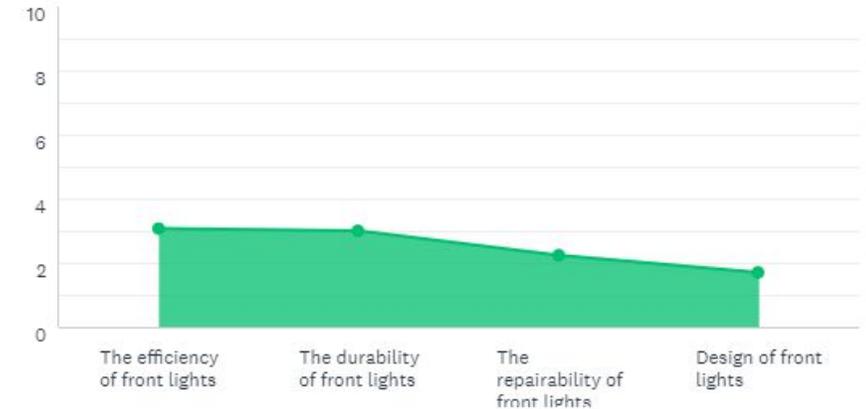
Answered: 12,483 Skipped: 3,930



## Reservation Holder Only

Please rank the following statements from "most important" to "unimportant":

Answered: 6,457 Skipped: 1,250

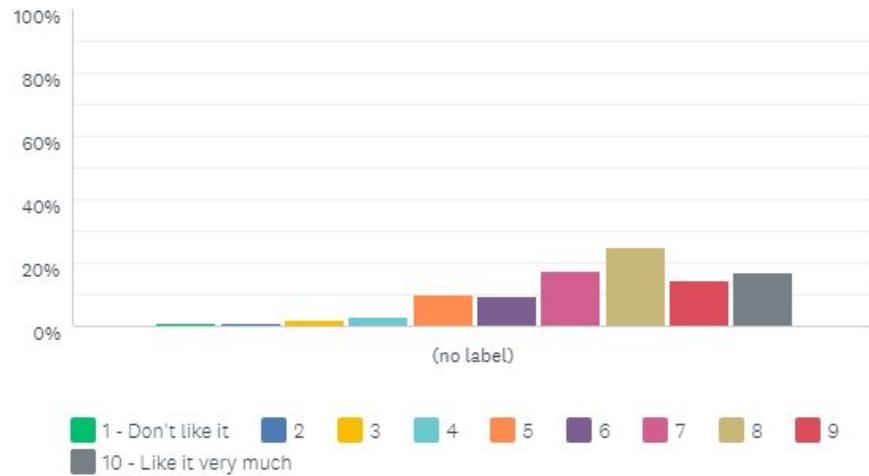


Weighted average: 7 out of 10.

Whole Community

How do you like the rear bumper of the Sion?

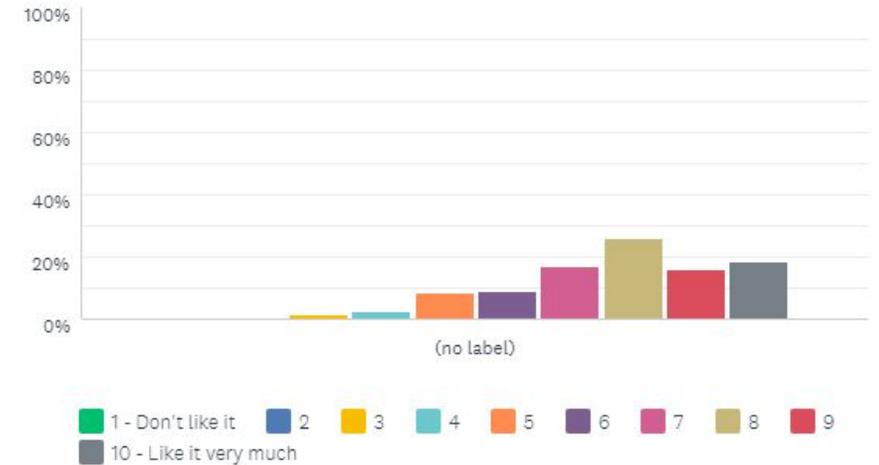
Answered: 12,611 Skipped: 3,802



Reservation Holder Only

How do you like the rear bumper of the Sion?

Answered: 6,521 Skipped: 1,186



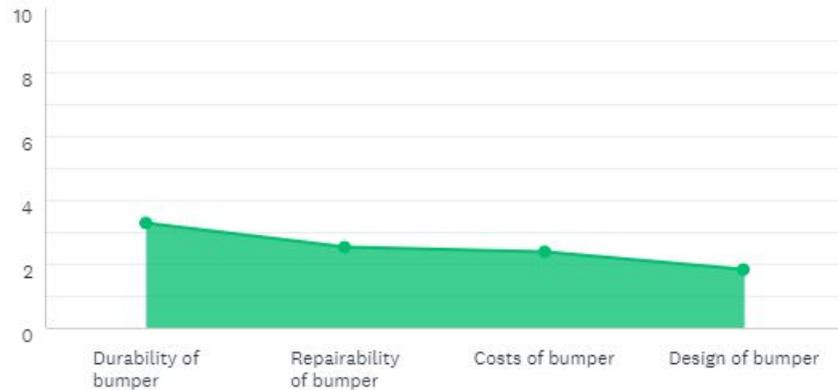
## REAR BUMPER RANKING

# Most important: Durability and Repairability.

Whole Community

Please rank the following statements from "most important" to "unimportant":

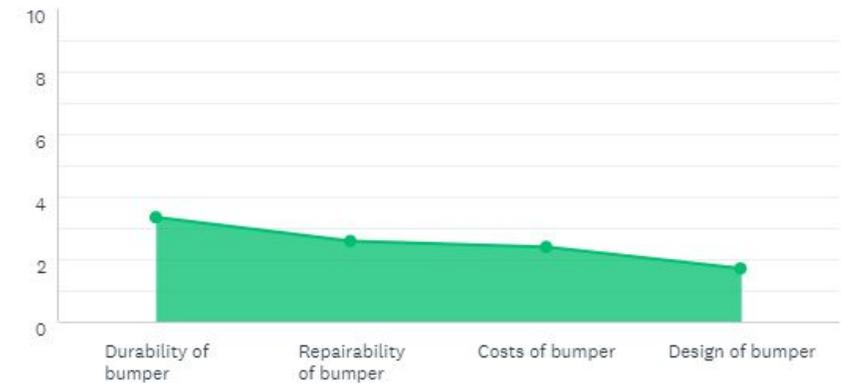
Answered: 12,191 Skipped: 4,222



Reservation Holder Only

Please rank the following statements from "most important" to "unimportant":

Answered: 6,370 Skipped: 1,337



**CATEGORY**  
INTERIOR

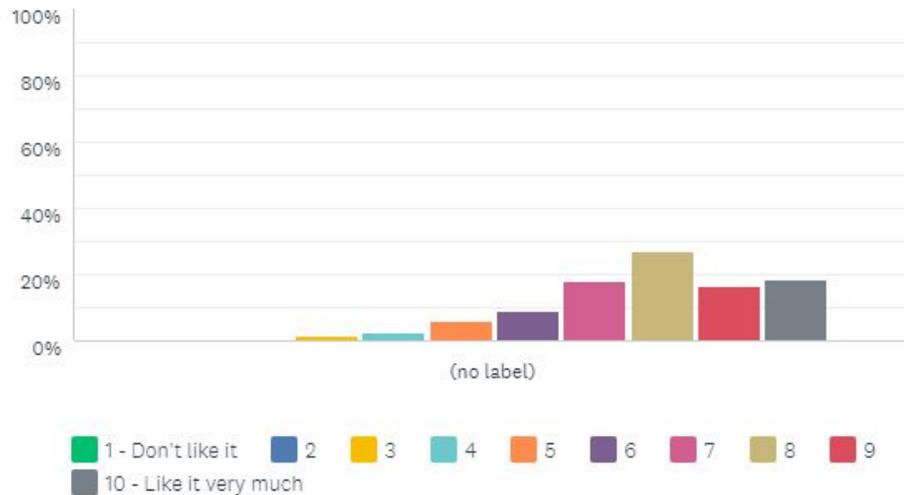


Weighted average: 8 out of 10.

Whole Community

How do you like the interior?

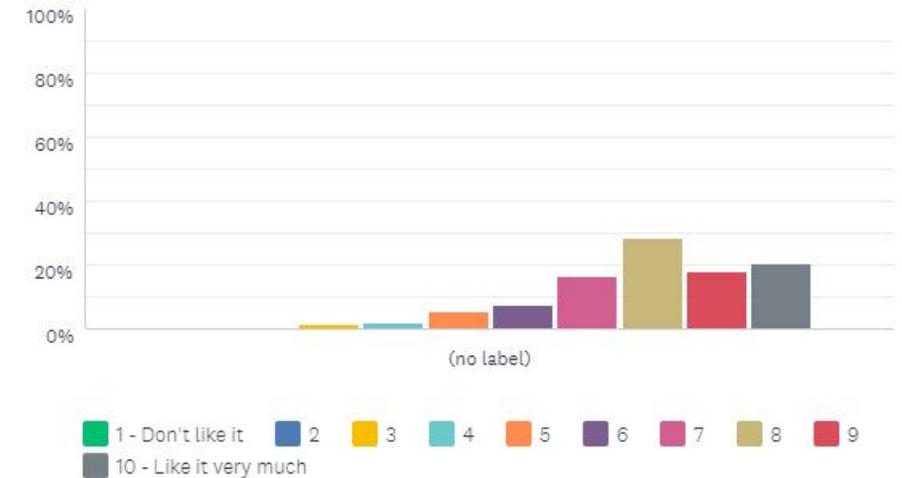
Answered: 12,050 Skipped: 4,363



Reservation Holder Only

How do you like the interior?

Answered: 6,316 Skipped: 1,391



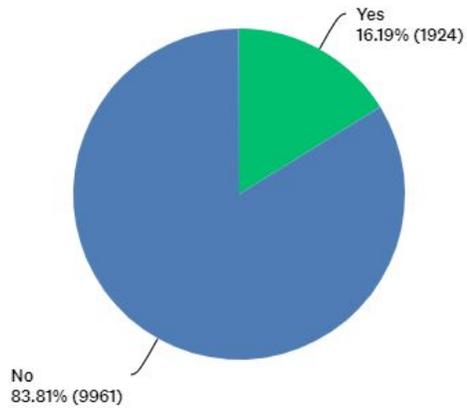
# SUPPORTERS-NAME IN INTERIOR

## 84% say no.

### Whole Community

Should we place all the names from the supporters of the community funding campaign somewhere in the interior?

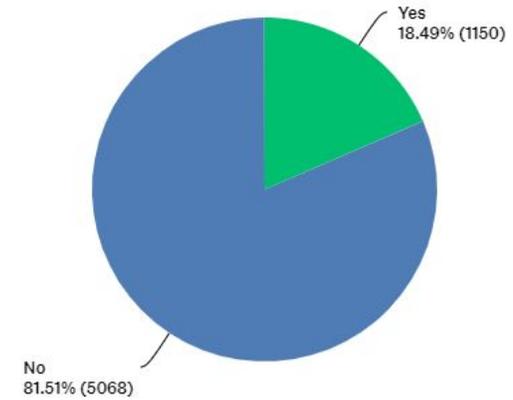
Answered: 11,885 Skipped: 4,528



### Reservation Holder Only

Should we place all the names from the supporters of the community funding campaign somewhere in the interior?

Answered: 6,218 Skipped: 1,489



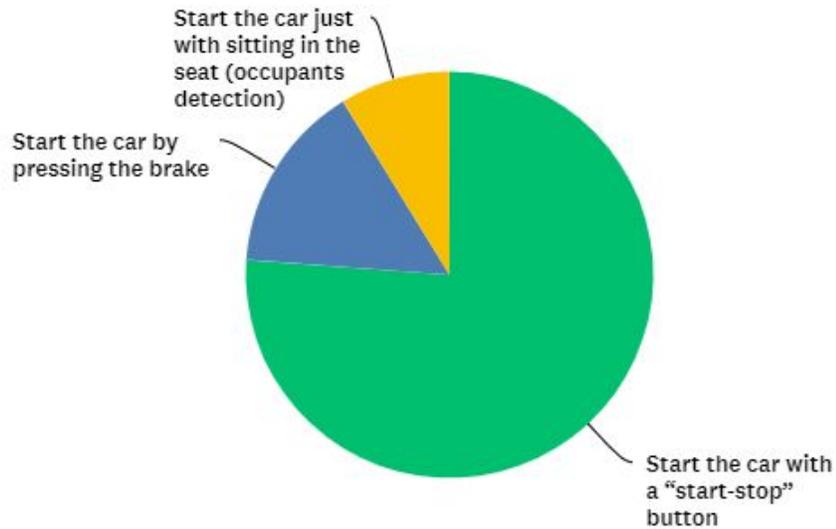
## START OF THE VEHICLE

~ 75% want to have a “start-stop” button.

Whole Community

How would you like to start you Sion?

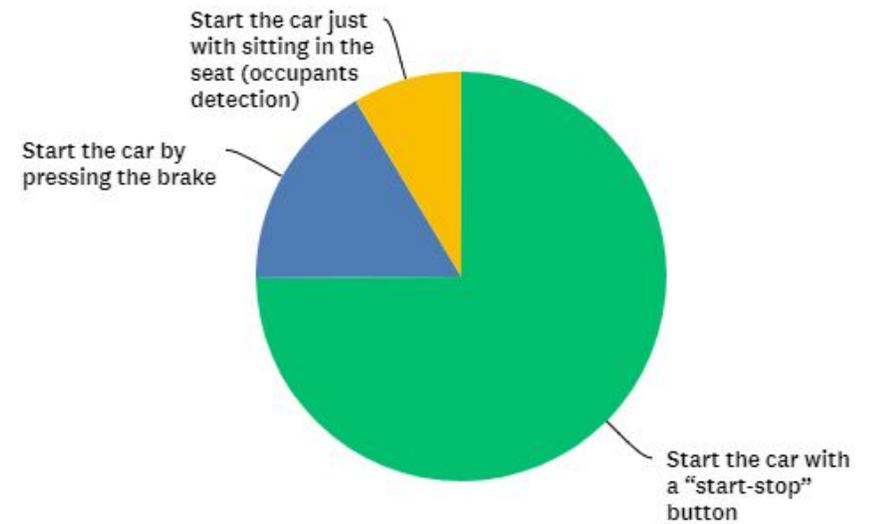
Answered: 12,042 Skipped: 4,371



Reservation Holder Only

How would you like to start you Sion?

Answered: 6,313 Skipped: 1,394



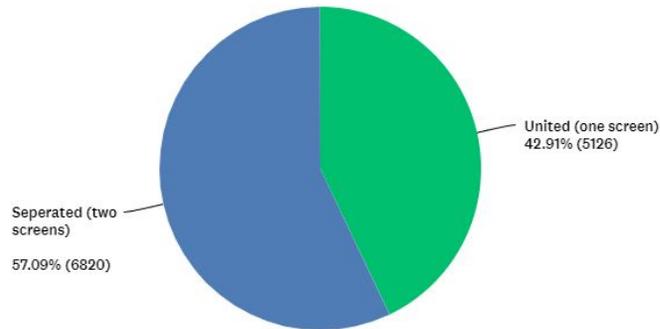
# TWO VS ONE INFOTAINMENT SCREEN

~ 60% want two screens. 75% no willingness for extra cost.

## Whole Community

Would you prefer the two screens to be physically separated or united? (see images above)

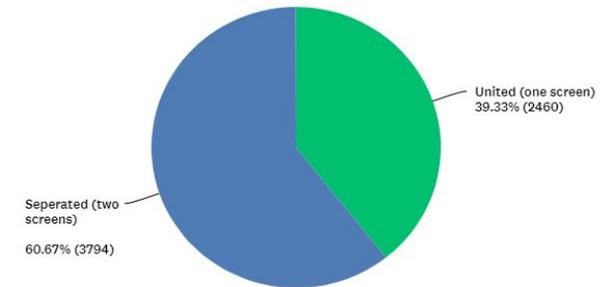
Answered: 11,946 Skipped: 4,467



## Reservation Holder Only

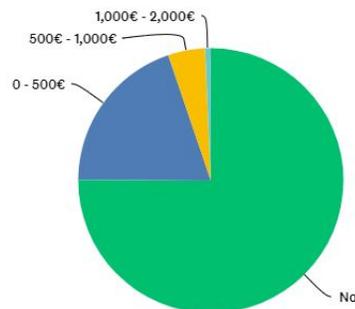
Would you prefer the two screens to be physically separated or united? (see images above)

Answered: 6,254 Skipped: 1,453



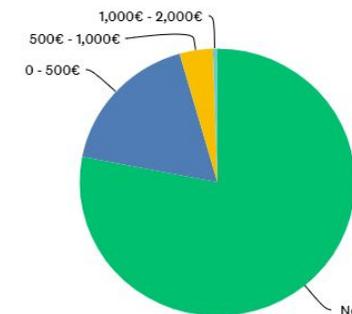
Would you be willing to pay more for the one screen concept?

Answered: 12,003 Skipped: 4,410



Would you be willing to pay more for the one screen concept?

Answered: 6,292 Skipped: 1,415



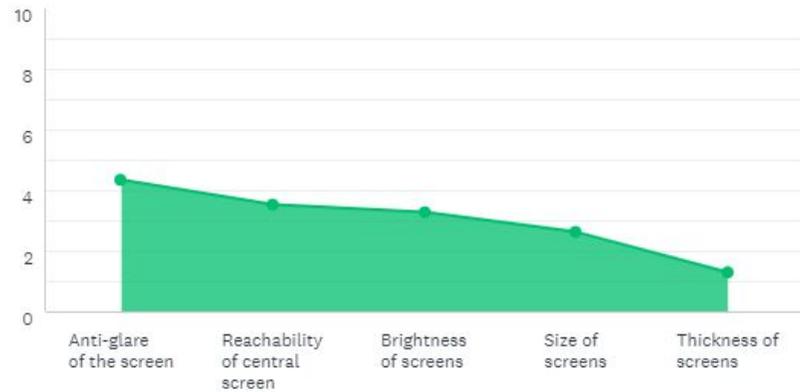
# INFOTAINMENT-SCREEN RANKING

## Most important: Anti-Glare & Reachability (Ergonomics).

Whole Community

Please rank the following statements from "most important" to "unimportant":

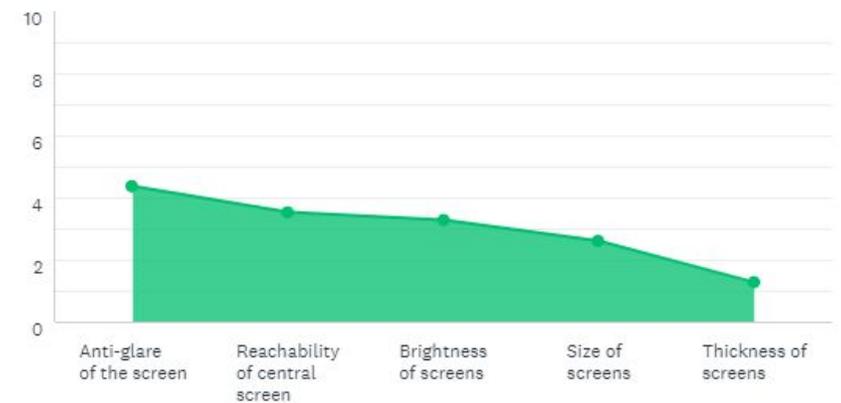
Answered: 10,484 Skipped: 5,929



Reservation Holder Only

Please rank the following statements from "most important" to "unimportant":

Answered: 5,493 Skipped: 2,214



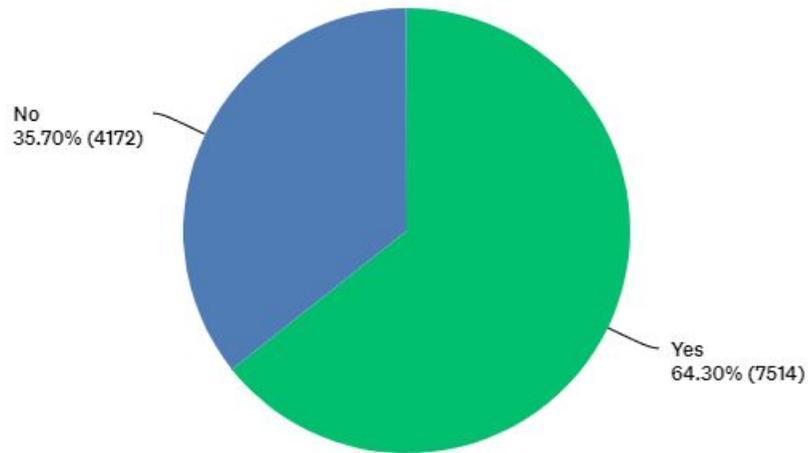
## HARDWARE BUTTON

~ 64% want to have a hardware button.

Whole Community

Do you prefer any function of the car as a hardware button?

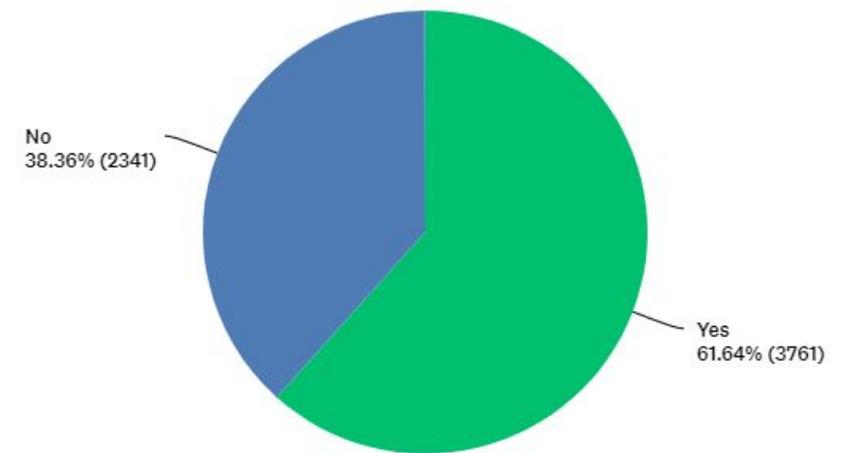
Answered: 11,686 Skipped: 4,727



Reservation Holder Only

Do you prefer any function of the car as a hardware button?

Answered: 6,102 Skipped: 1,605



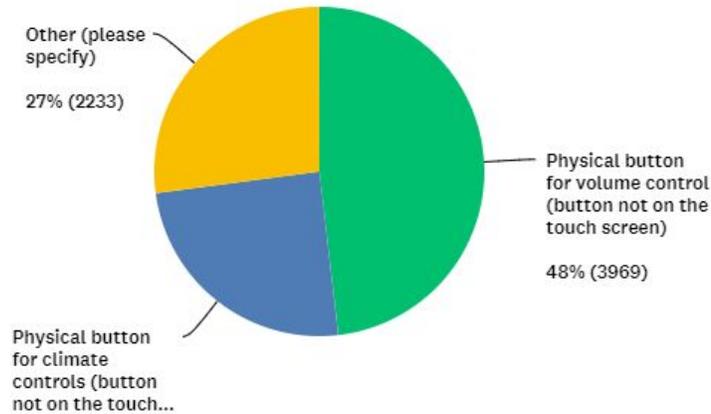
## VOLUME-CONTROL BUTTON

~ 48% want to have a volume-control button.

### Whole Community

If yes, which function of the car would you prefer to have as a hardware button?

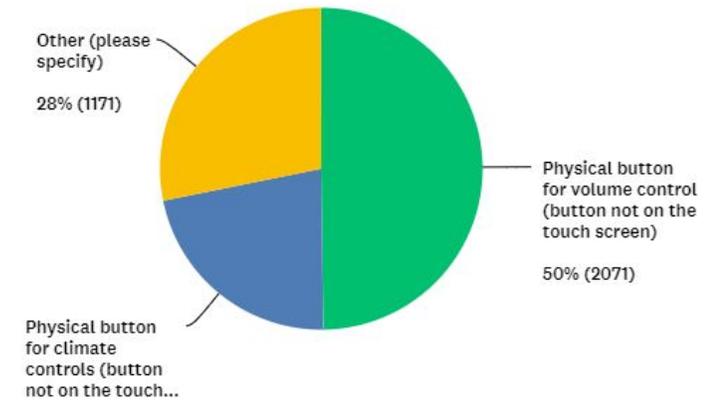
Answered: 8,243 Skipped: 8,170



### Reservation Holder Only

If yes, which function of the car would you prefer to have as a hardware button?

Answered: 4,157 Skipped: 3,550



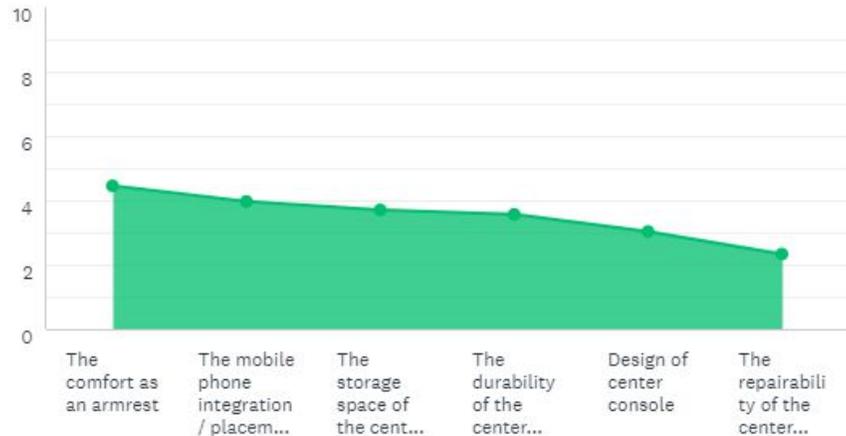
### MIDDLE CONSOLE RANKING

# Most important: Comfortable Armrest & Mobile-Phone Integration.

Whole Community

Please rank the following statements from "most important" to "unimportant":

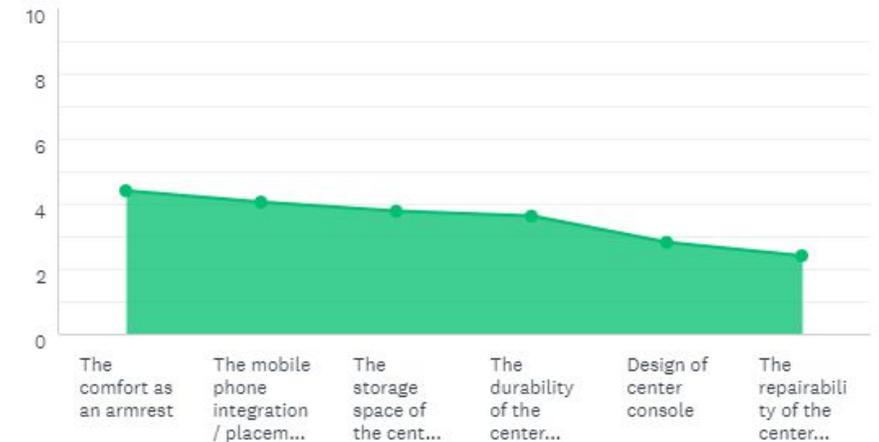
Answered: 11,643 Skipped: 4,770



Reservation Holder Only

Please rank the following statements from "most important" to "unimportant":

Answered: 6,136 Skipped: 1,571



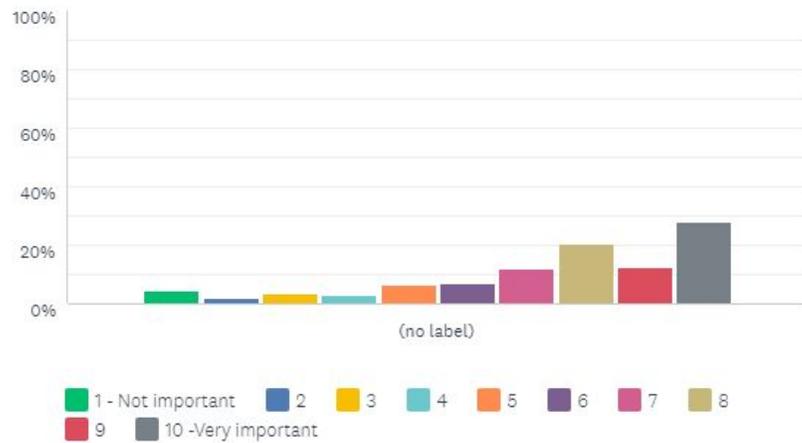
## COMFORTABLE MIDDLE CONSOLE

Weighted average: 7 out of 10.

### Whole Community

How important is that the center console is comfortable for your arm?

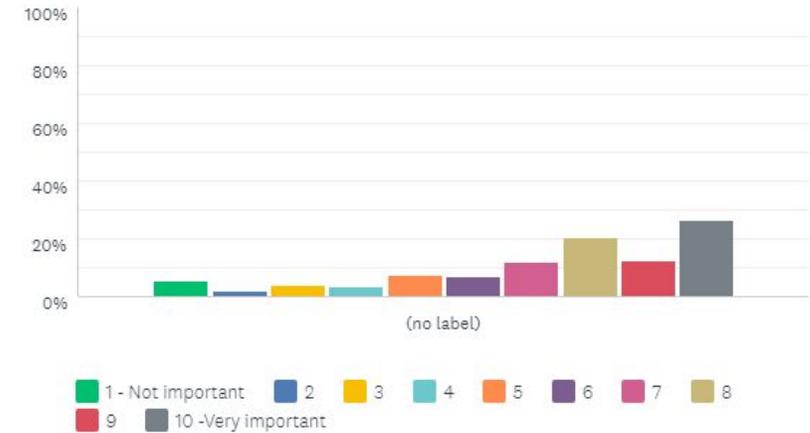
Answered: 11,917 Skipped: 4,496



### Reservation Holder Only

How important is that the center console is comfortable for your arm?

Answered: 6,267 Skipped: 1,440



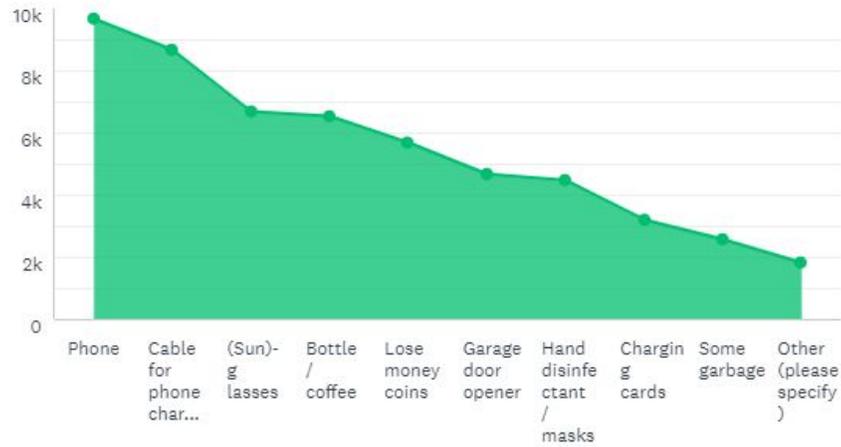
# STORAGE MIDDLE CONSOLE RANKING

## Most important: Phone, Phone-cable, Sun-glasses.

### Whole Community

What will you definitely store in the center console of your car?

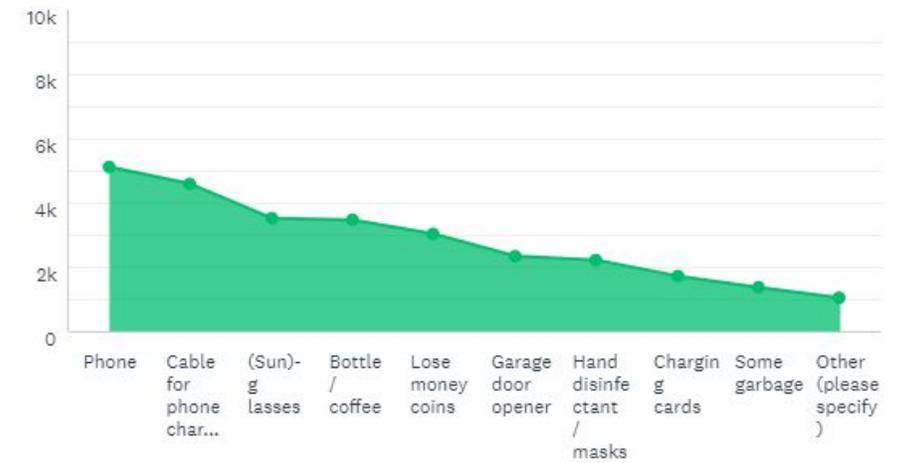
Answered: 11,993 Skipped: 4,420



### Reservation Holder Only

What will you definitely store in the center console of your car?

Answered: 6,306 Skipped: 1,401



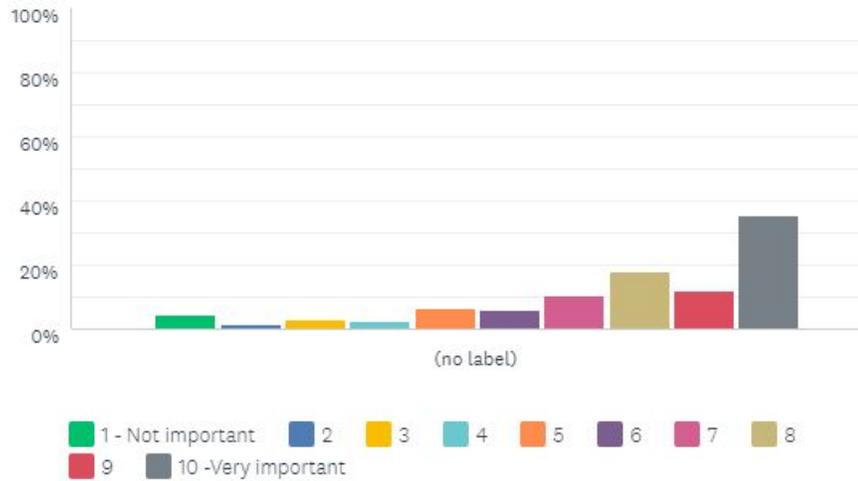
# PHONE INTEGRATION

## Weighted average: 8 out of 10.

### Whole Community

How important is phone integration for you?

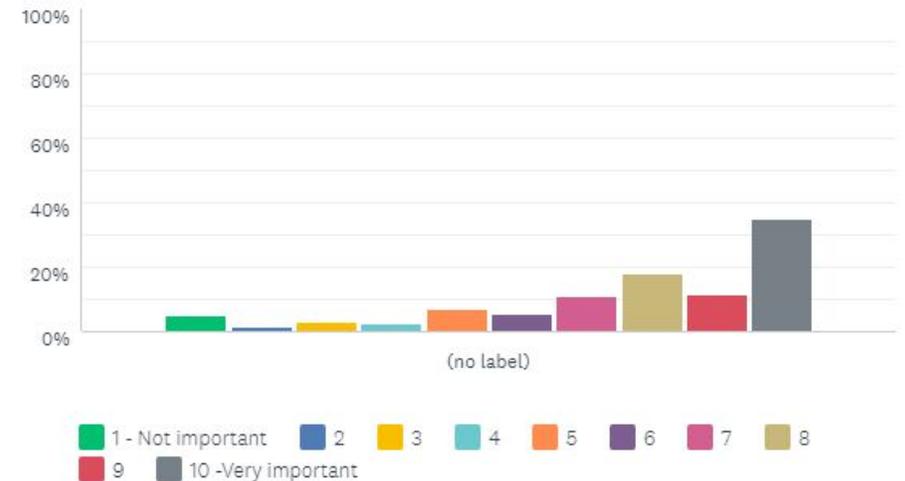
Answered: 11,980 Skipped: 4,433



### Reservation Holder Only

How important is phone integration for you?

Answered: 6,291 Skipped: 1,416



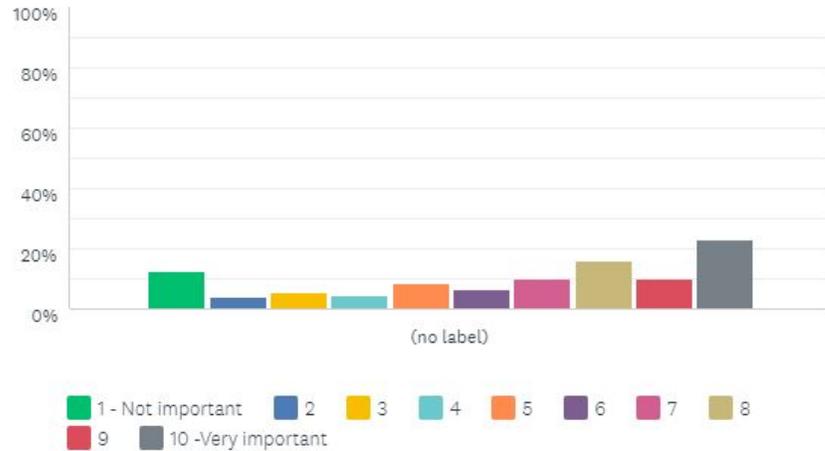
PHONE INTEGRATION

Weighted average: 7 out of 10.

Whole Community

How important is it for you to see your phone screen while driving (e.g. navigating via phone)?

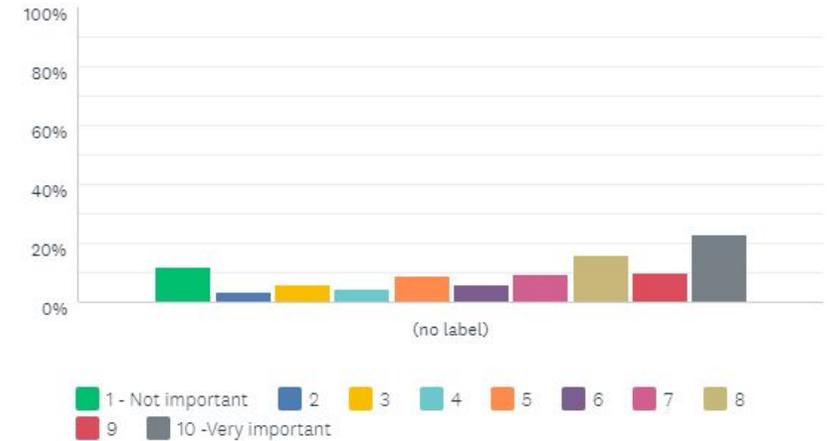
Answered: 11,987 Skipped: 4,426



Reservation Holder Only

How important is it for you to see your phone screen while driving (e.g. navigating via phone)?

Answered: 6,295 Skipped: 1,412



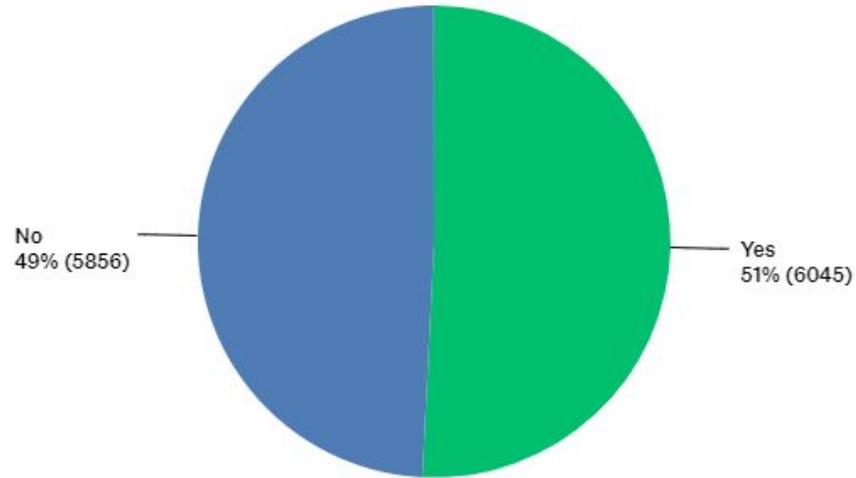
# ANDROID AUTO / APPLE CARPLAY

## 51% would use Android Auto / Apple Carplay.

Whole Community

Do you use Android Auto / Apple Carplay?

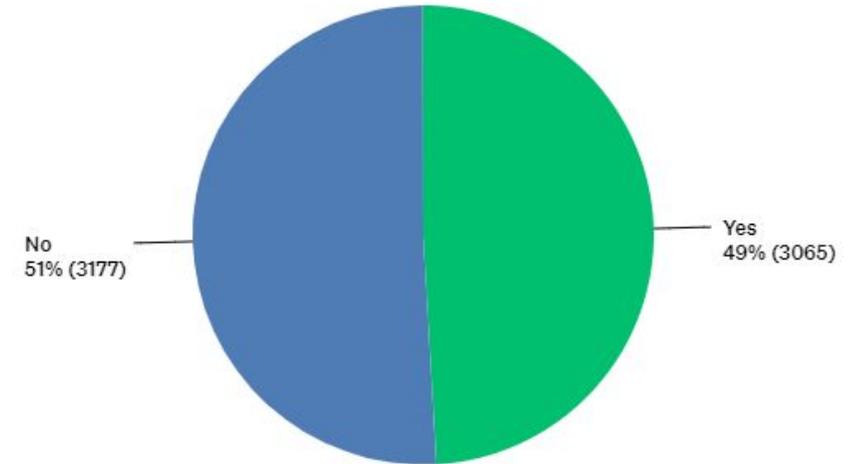
Answered: 11,901 Skipped: 4,512



Reservation Holder Only

Do you use Android Auto / Apple Carplay?

Answered: 6,242 Skipped: 1,465



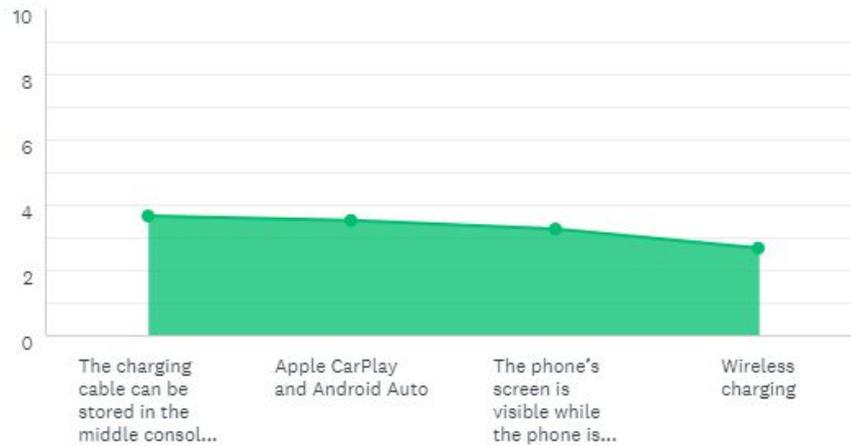
# PHONE-INTEGRATION RANKING

## Most important: Storing the charging cable.

### Whole Community

How important do you rate the following items?

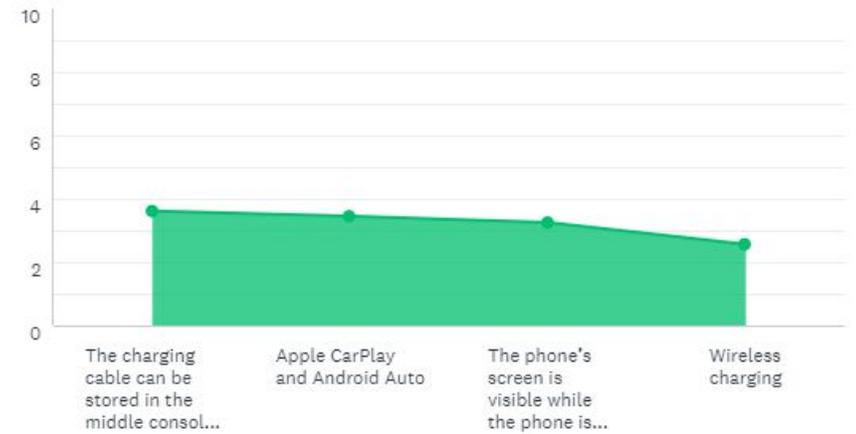
Answered: 11,990 Skipped: 4,423



### Reservation Holder Only

How important do you rate the following items?

Answered: 6,301 Skipped: 1,406



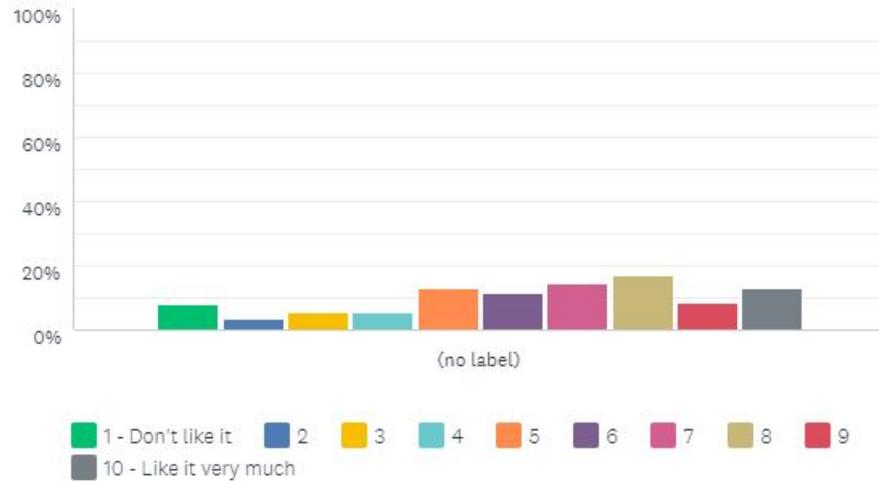
# DECORATIVE TRIM

## Weighted average: 6 out of 10.

### Whole Community

How do you like the decorative trim?

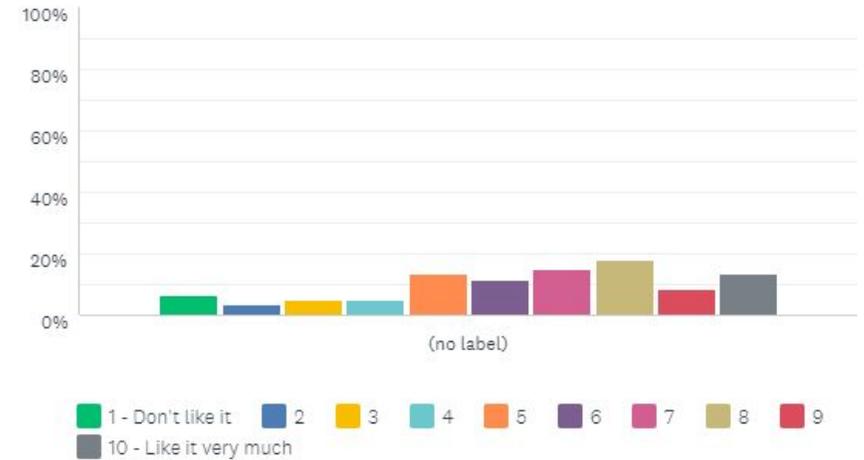
Answered: 11,779 Skipped: 4,634



### Reservation Holder Only

How do you like the decorative trim?

Answered: 6,168 Skipped: 1,539



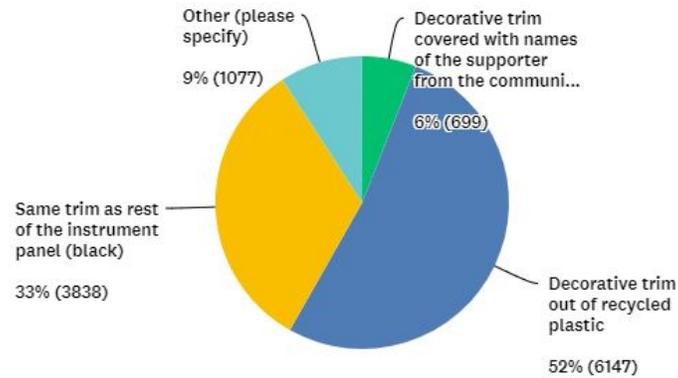
# DECORATIVE TRIM

## 52% would choose recycled plastic, and Grey.

### Whole Community

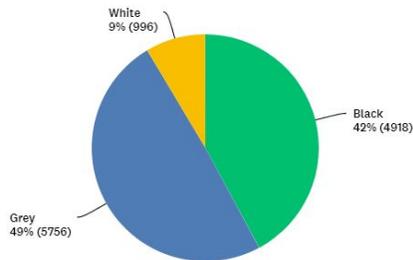
What would you choose?

Answered: 11,761 Skipped: 4,652



What color of decorative trim would you prefer?

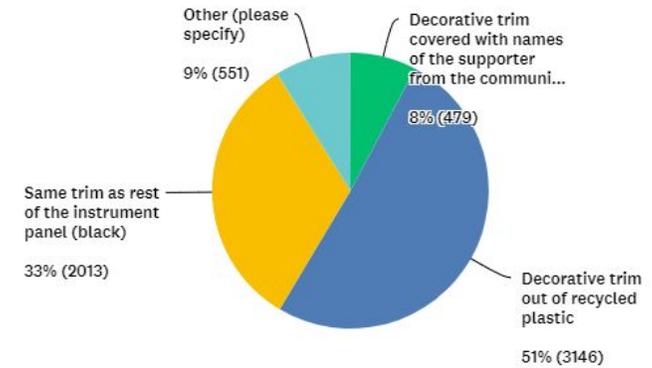
Answered: 11,670 Skipped: 4,743



### Reservation Holder Only

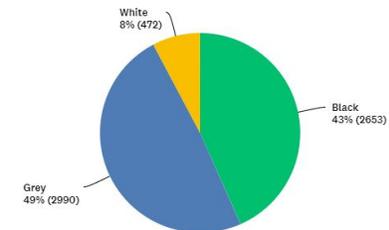
What would you choose?

Answered: 6,189 Skipped: 1,518



What color of decorative trim would you prefer?

Answered: 6,115 Skipped: 1,592



CATEGORY

CHARGING



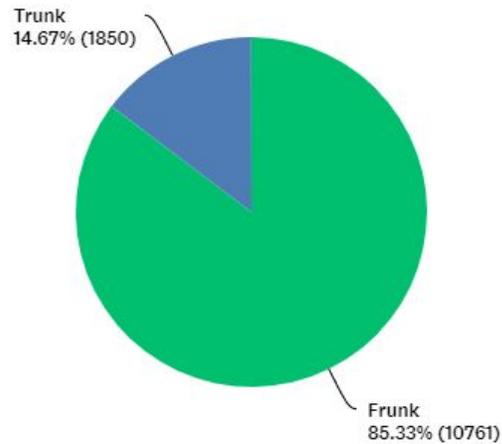
# FRUNK VS TRUNK

## 85% would use the frunk.

### Whole Community

Would you store your charging cable in the frunk or in the trunk?

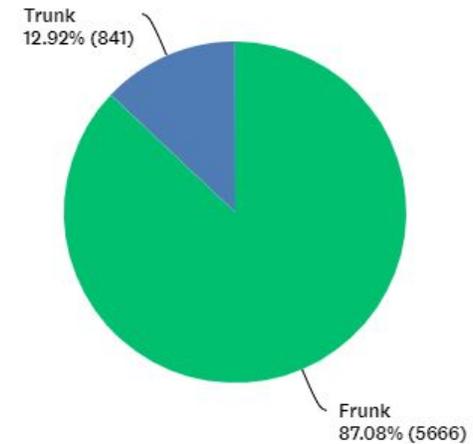
Answered: 12,611 Skipped: 3,802



### Reservation Holder Only

Would you store your charging cable in the frunk or in the trunk?

Answered: 6,507 Skipped: 1,200



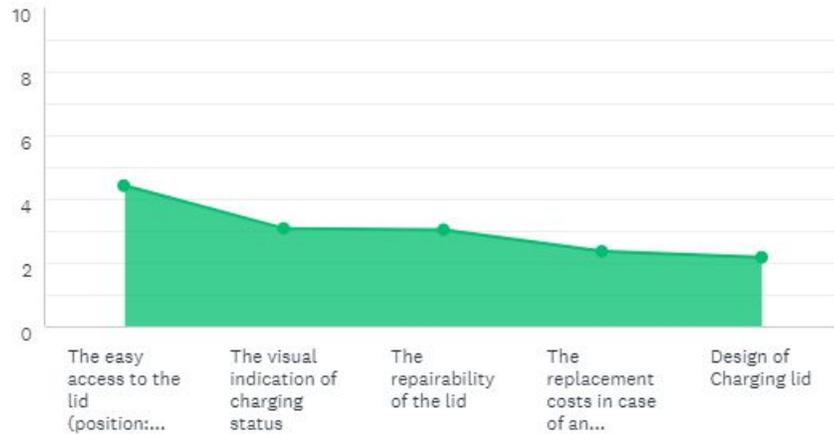
# CHARGING-LID RANKING

## Most important: Easy-Access and visual charging status.

### Whole Community

Please rank the following statements from "most important" to "unimportant":

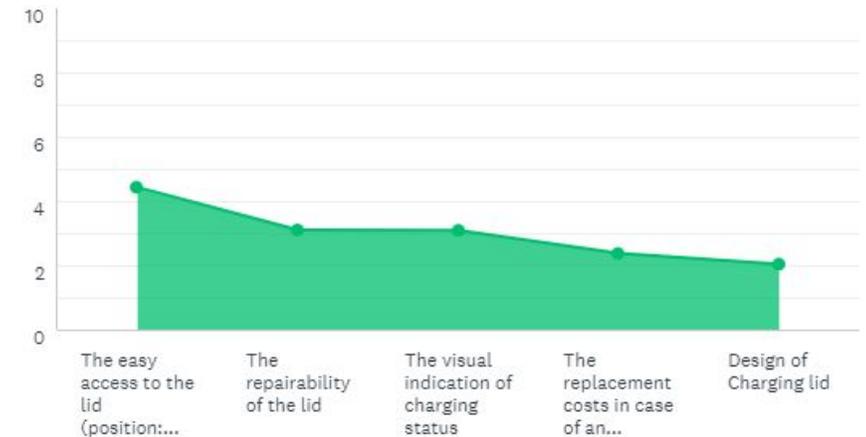
Answered: 12,293 Skipped: 4,120



### Reservation Holder Only

Please rank the following statements from "most important" to "unimportant":

Answered: 6,377 Skipped: 1,330



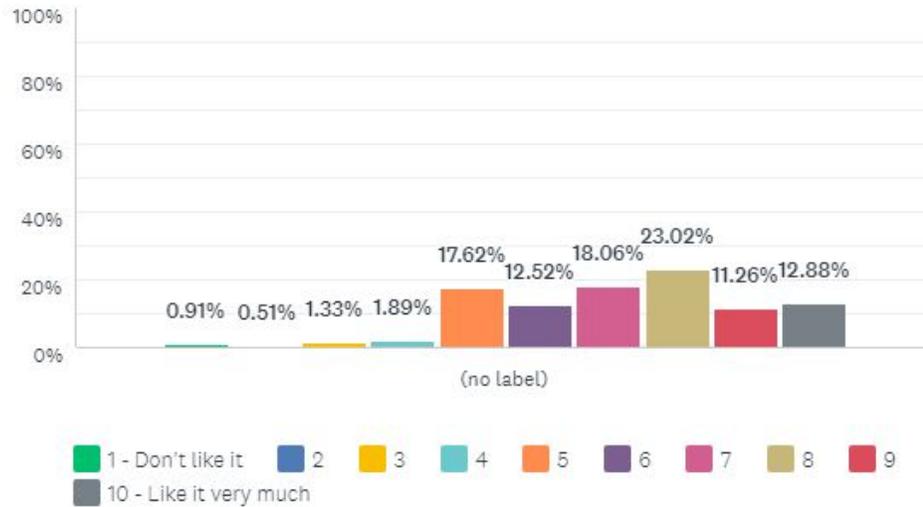
## OPENING OF CHARGING LID

Weighted average: 7 out of 10.

### Whole Community

How do you like the opening of the charging lid?

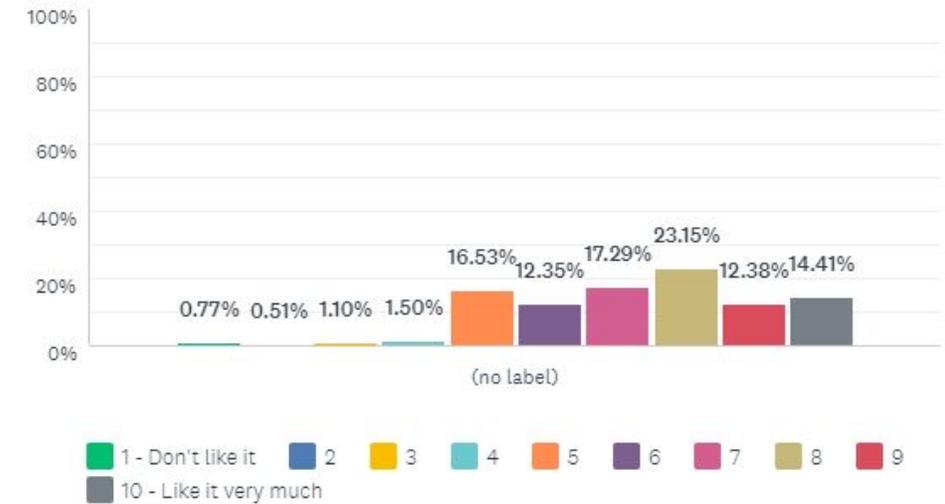
Answered: 11,831 Skipped: 4,582



### Reservation Holder Only

How do you like the opening of the charging lid?

Answered: 6,066 Skipped: 1,641



**FAST CHARGING**

Weighted average: 7 out of 10.

Whole Community

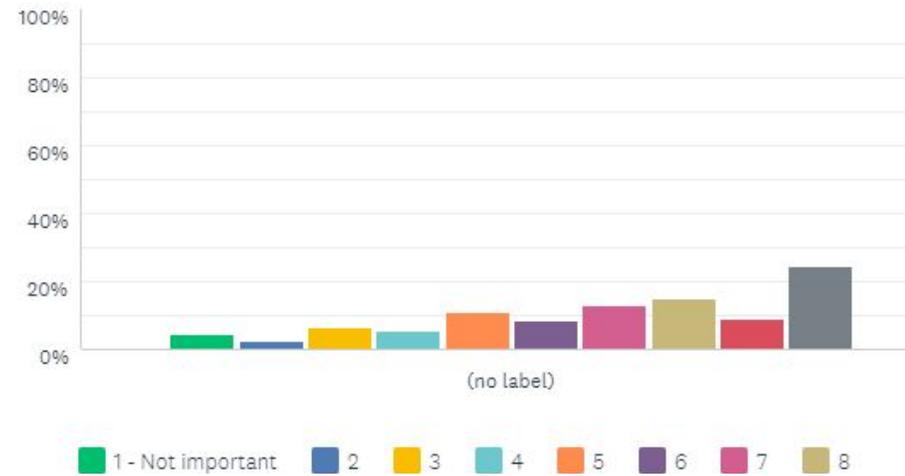
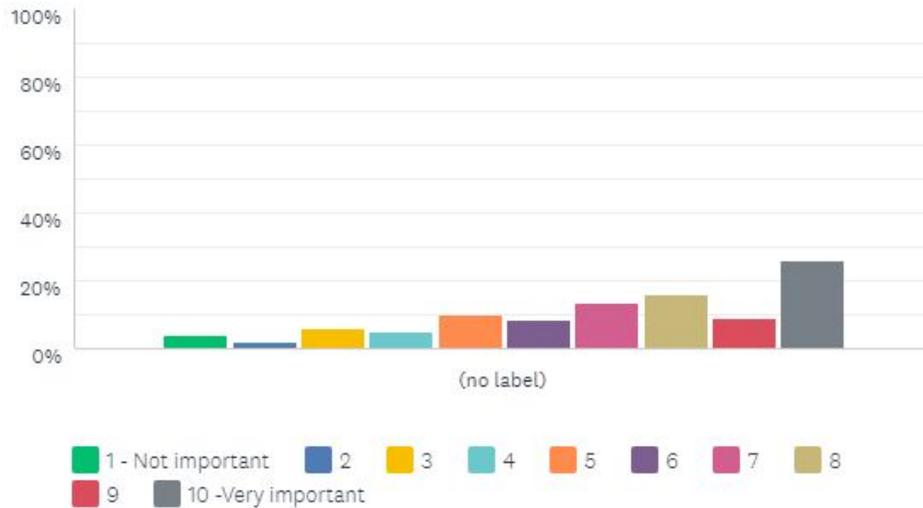
Reservation Holder Only

How important is fast charging for you (50-100 kW)?

How important is fast charging for you (50-100 kW)?

Answered: 12,579 Skipped: 3,834

Answered: 6,511 Skipped: 1,196



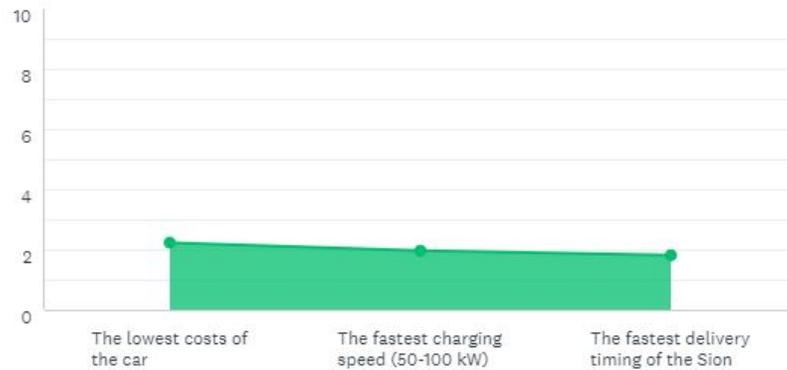
**FAST CHARGING RANKING**

Most important: Lowest Cost.

Whole Community

Please rank the following statements from "most important" to "unimportant":

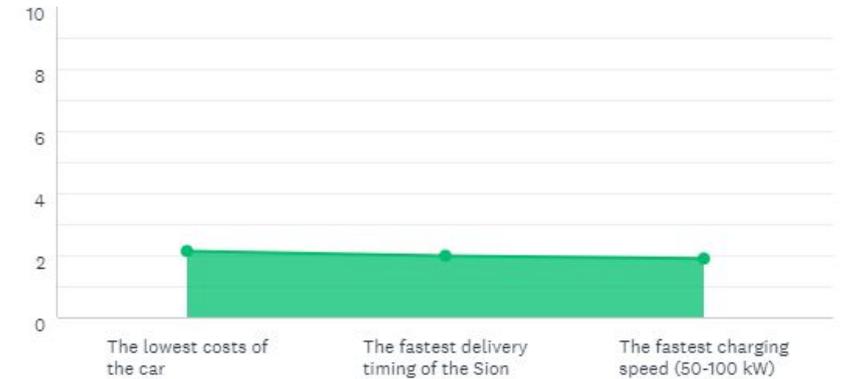
Answered: 11,956 Skipped: 4,457



Reservation Holder Only

Please rank the following statements from "most important" to "unimportant":

Answered: 6,179 Skipped: 1,528



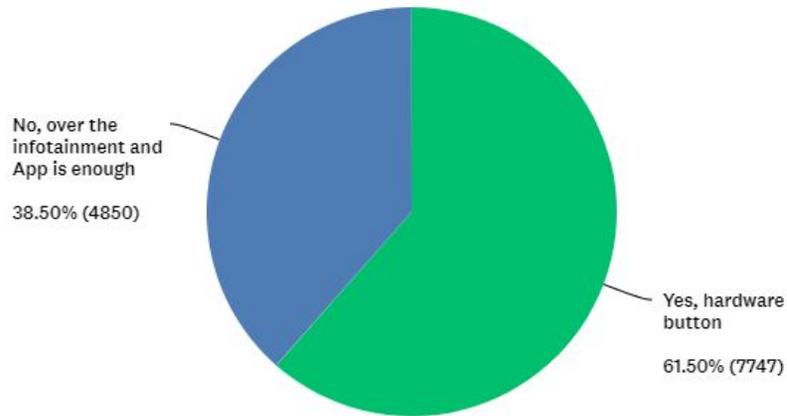
# FRUNK VS TRUNK

60% would like to have a hardware-button for the charging lid opening.

Whole Community

Would you like a hardware button in the interior to open charging lid?

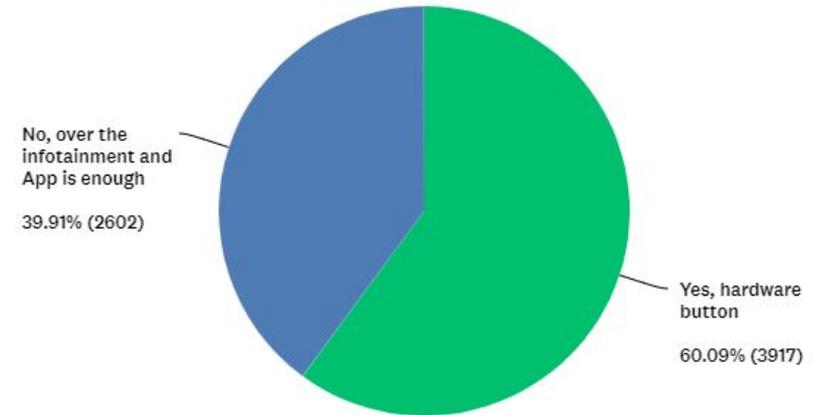
Answered: 12,597 Skipped: 3,816



Reservation Holder Only

Would you like a hardware button in the interior to open charging lid?

Answered: 6,519 Skipped: 1,188

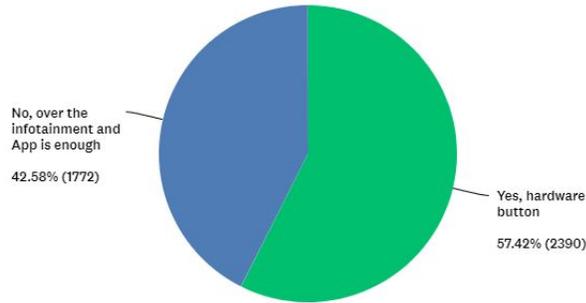


## EV EXPERIENCE

# Filtered by People, who drove already EV for +2,000km.

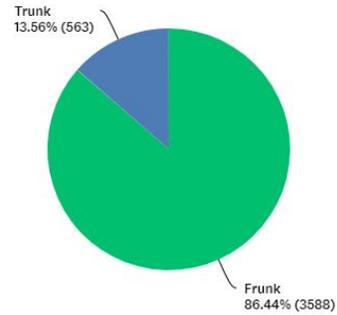
Would you like a hardware button in the interior to open charging lid?

Answered: 4,162 Skipped: 40



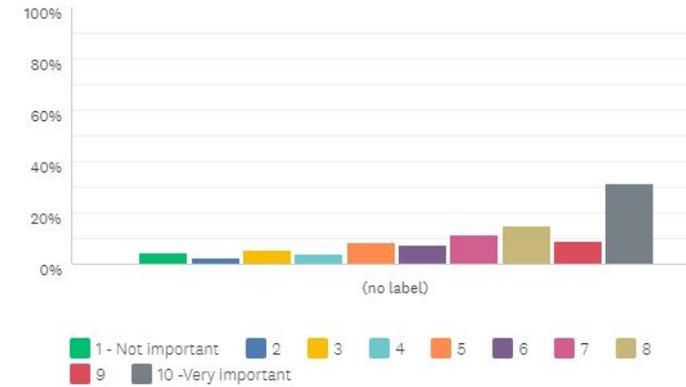
Would you store your charging cable in the frunk or in the trunk?

Answered: 4,151 Skipped: 51



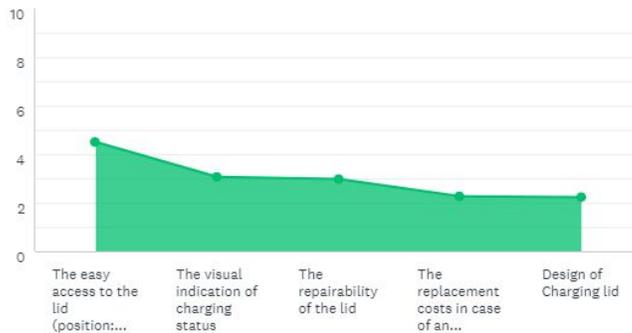
How important is fast charging for you (50-100 kW)?

Answered: 4,146 Skipped: 56



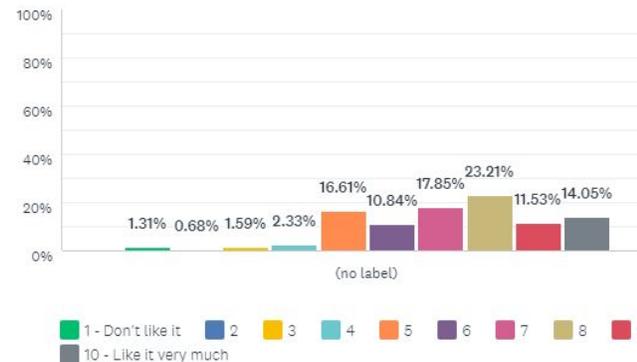
Please rank the following statements from "most important" to "unimportant":

Answered: 4,053 Skipped: 149



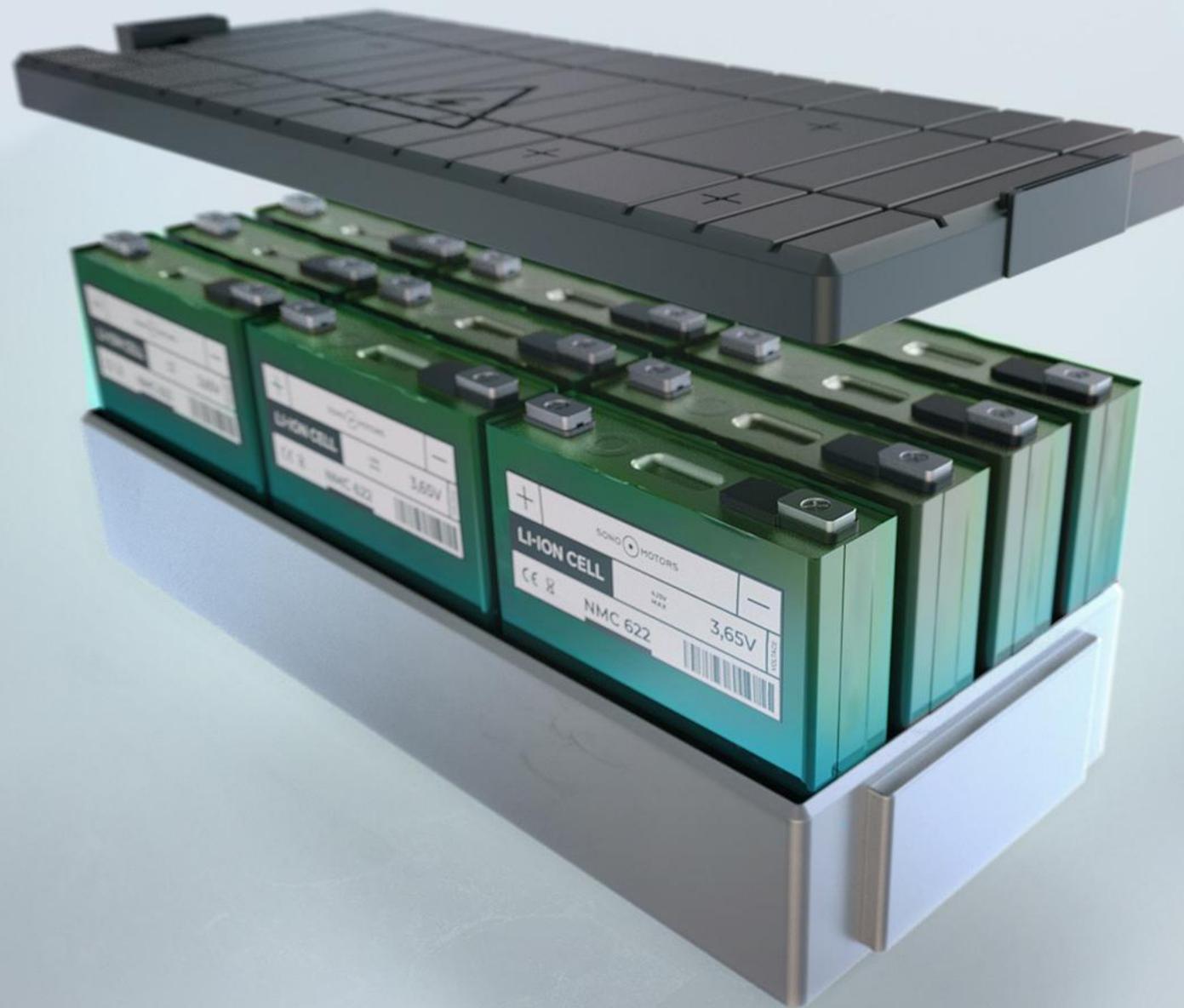
How do you like the opening of the charging lid?

Answered: 3,956 Skipped: 246



CATEGORY

BATTERY



## RANGE (BATTERY)

Clear trend for 300+ km and 85% to pay more for it.

### Whole Community

What would be the ideal range of the Sion for you?

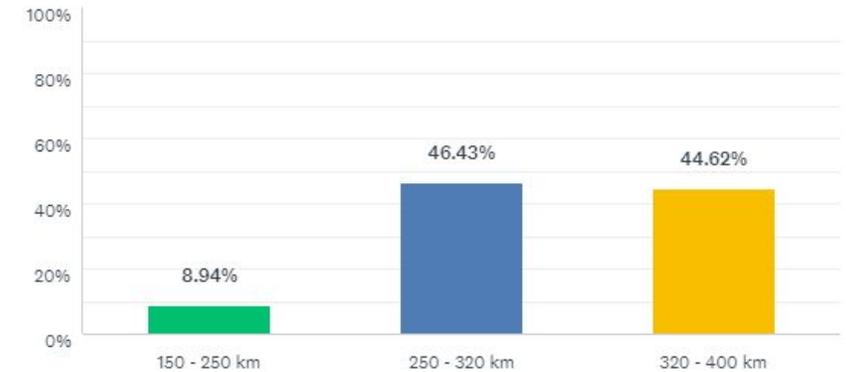
Answered: 14,529 Skipped: 1,883



### Reservation Holder Only

What would be the ideal range of the Sion for you?

Answered: 7,144 Skipped: 563



Would you be willing to pay more for a higher battery range?

Answered: 14,522 Skipped: 1,890



CATEGORY

GENERAL



# SHARING

## Trust + Insurance + Urgent need of a car are the main hurdles.

### Whole Community

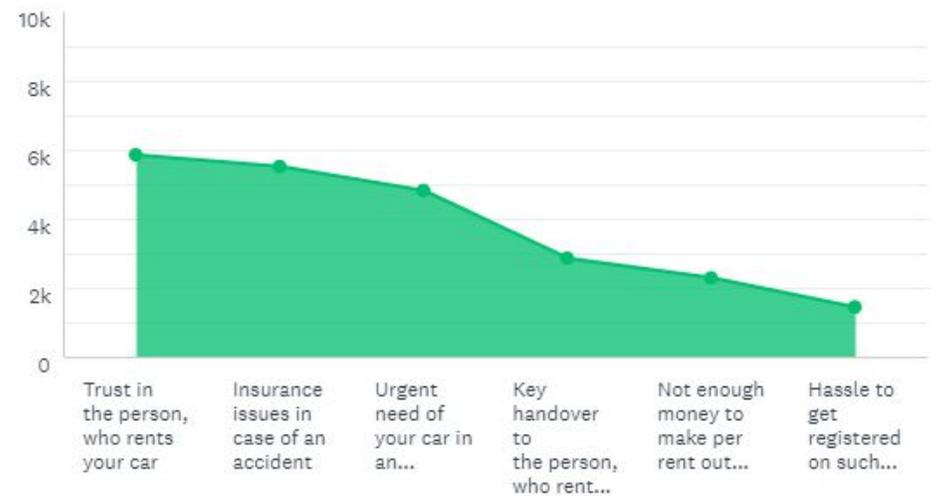
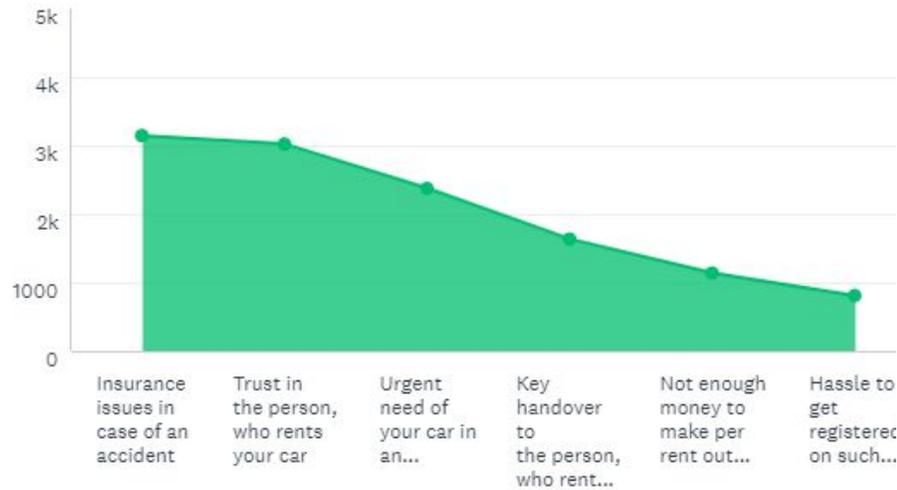
### Reservation Holder Only

What is the reason you do not already share your car?

What is the reason you do not already share your car?

Answered: 5,324 Skipped: 2,383

Answered: 10,190 Skipped: 6,223



**oljo** 2018  
preisträger deutscher mobilitätspreis

**N** FUTURE 50



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