

A young child with dark hair, wearing a blue patterned jacket over a green shirt, stands in the center of the frame. The background is a dark green chalkboard filled with colorful chalk drawings of space-related items: rockets, spaceships, satellites, stars, and planets. The child has a curious expression, looking directly at the camera.

How Empathy Can Fuel EV Adoption

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Portland Artist: Jeannie Lynn Paske



“Altruistic” Behavior in Rhesus Monkeys

Jules Masserman, Stanley Wechkin
and William Terris
Northwestern University 1964



1963 Alabama: Key Turning Point in the Civil Rights Movement

EMPATHY

a powerful , motivational, driving force in
both individual behavior change and
larger, system-wide change

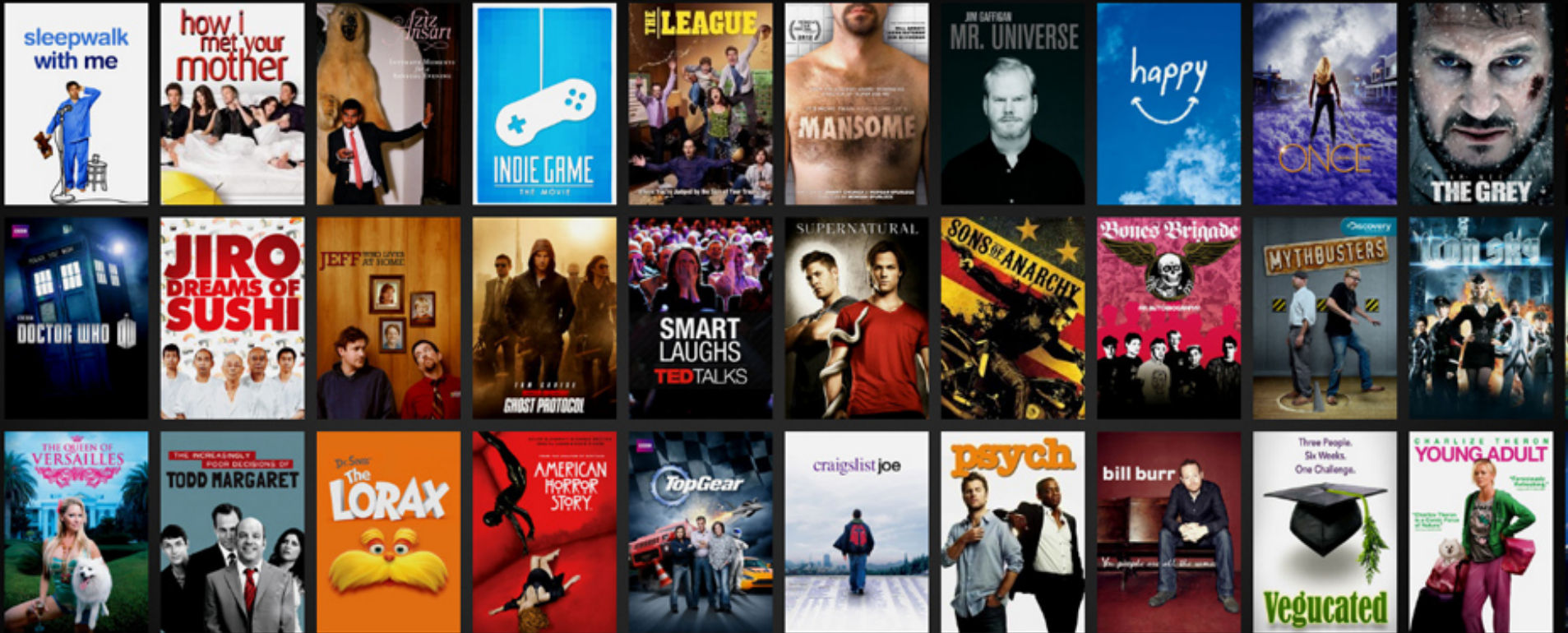
When is the last time a product made you
feel understood?

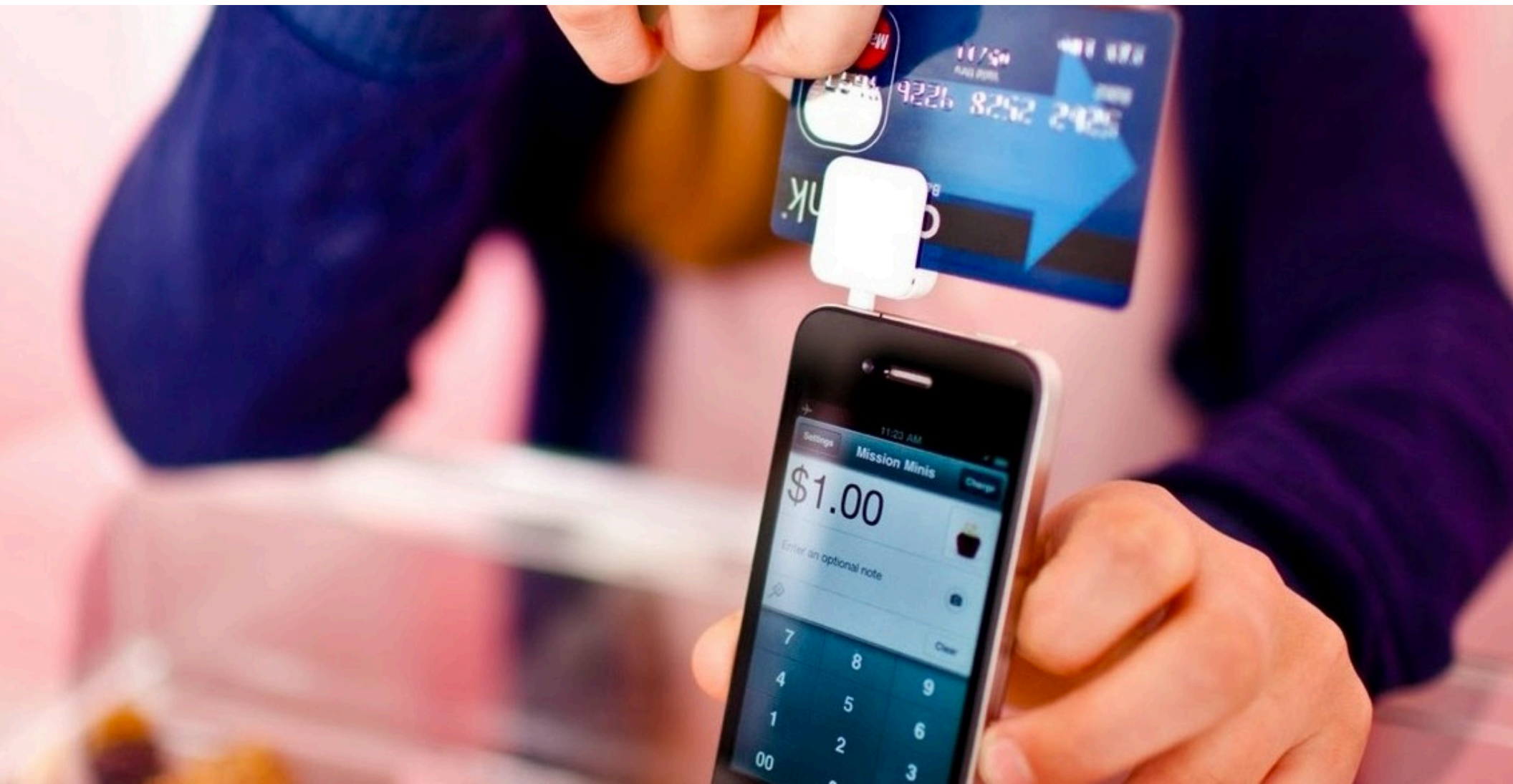


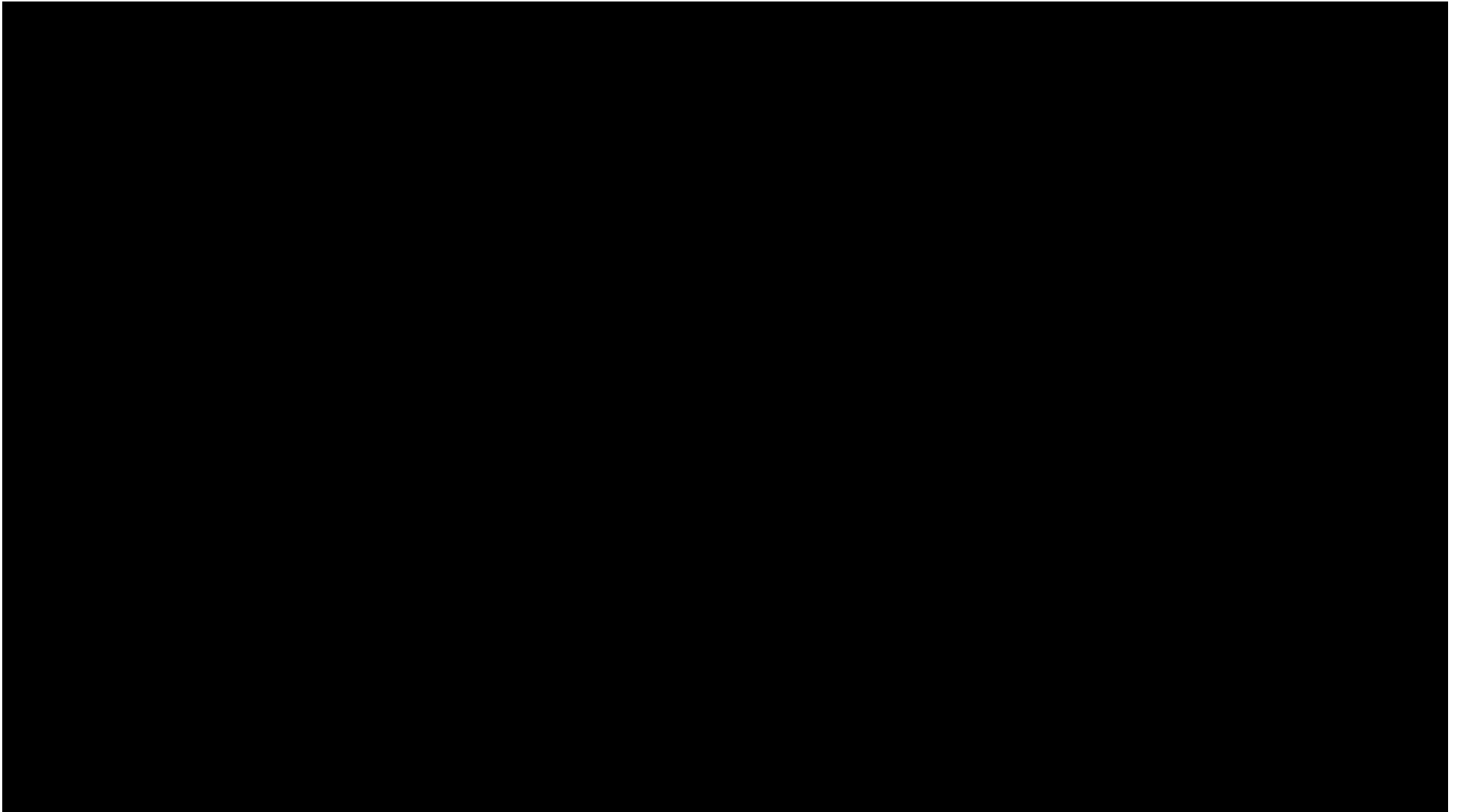
NETFLIX



New Releases







The Key Customer Problem

[_____]

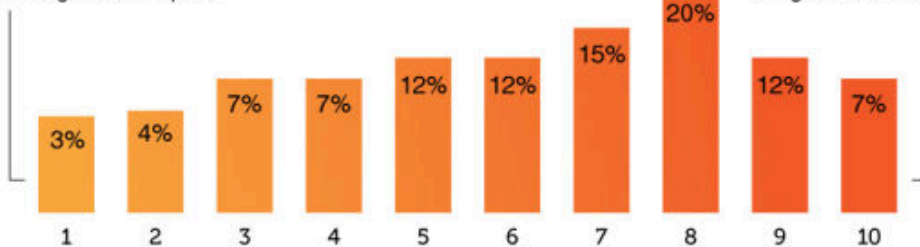
IN-CAR TECHNOLOGY IS DRIVING PURCHASE DECISIONS

Driving performance is becoming less important for consumers

On a scale from 1 to 10*, what score would you assign for your view?

The cars driving performance has the greatest impact

The in-car technology has the greatest influence



*10 meaning that in-car technology has the greatest influence over the car purchase decision and 1 meaning that the car's driving performance has the greatest impact on the car purchase decision.

Data: Accenture consumer survey | Dec 2013 | www.accenture.com/connectedvehicle



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Source: Apps for Connected Cars? Your Mileage May Vary | www.visionmobile.com/cars

- Why is in-car tech leading the way?
- What is the role of IVI design in the EV?
- How complicated will IoT make this experience for customers?
- What about automation? The sharing economy?

Thank you.

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