

## Future Attribute Demand Study (FADS)

More than ever before, vehicles are defined by the features and technologies that they offer. The Future Attribute Demand Study (FADS) provides a clear picture of the hottest features, who wants them, and which vehicles should have them. Since 1994, AutoPacific has been helping vehicle manufacturers and suppliers fully understand consumer demand for future vehicles features and technologies, including powertrain and vehicle type through FADS. With over **120 features** ranging from autonomous driving technologies to seating features, FADS is the perfect go-to source during vehicle planning and development.



### Methodology

- Internet survey of licensed drivers in the United States intending to purchase a new vehicle within the next 3 years
- Includes next vehicle type and powertrain intention, as well as future brand consideration, to enable in-depth analysis of future feature demand for specific vehicles (i.e., ICE mid-size sedan vs EV mid-size sedan)
- Respondents are asked to identify their desired vehicle characteristics and features for their next intended vehicle

### Over 120 features and attributes surveyed

- Respondents are provided with a feature price for reference
- Respondents are provided with a feature glossary and descriptive image

### Sample Size

- 11,752 intenders of new cars and light trucks intenders within the next 3 years

### Study & Database Contents

- Overall feature demand ranking
- Overall feature demand by category (safety, seating, infotainment, etc.)
- Feature/characteristic demand by next vehicle segment and engine intention

- "AutoPacific's Take" analyst commentary on each feature
- Individual feature/characteristic demand analysis
  - Demand by
    - age
    - price planning to pay
    - demographic
    - future brand consideration
  - Other features intenders also want

### Investment

- Contact Ed Kim for pricing (ed.kim@autopacific.com)

### Deliverables

- Electronic file in PDF format
- FADS data in mTab database<sup>2</sup>
  - Demographics
  - Future segment intention
  - Next vehicle price, timing, features, and characteristics

<sup>1</sup> additional mTab charges apply if not already an mTab license holder