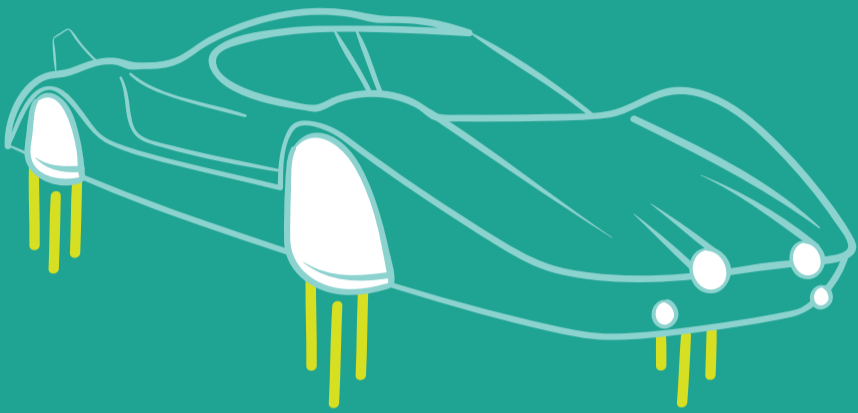


FOUR KINDS OF NEXT-GEN DRIVERS

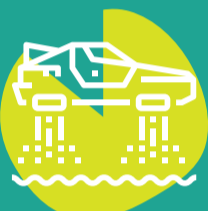
Ketchum's *Next-Gen Guide to the Connected Ride* shows that the way 16- to 24-year-old Americans think of advances such as driverless cars, flying cars and ride-sharing divides young people into four kinds of connected riders.

FLEX-LOVING FUTURISTS



69%

EXCITED ABOUT SELF-DRIVING TECHNOLOGY



86%

INTERESTED IN FLYING CARS



76%

DRIVING MAKES THEM FEEL INDEPENDENT

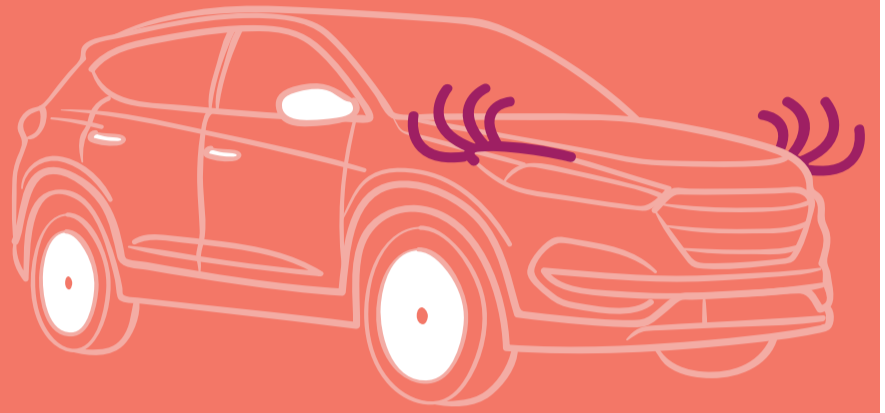
LIVE ALONE*
13%

WORK FULL TIME*
28%

MALE
57%

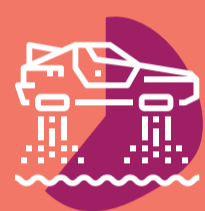
Flex-loving Futurists are open-minded about current transportation and pumped about the future. They're simultaneously the most likely to own cars, use Lyft/Uber and take public transportation; and while they enjoy driving, they're also the most open to replacing human drivers. If they were a car, they'd be a sleek and futuristic concept car.

DRIVE-TIME DIVAS



28%

EXCITED ABOUT SELF-DRIVING TECHNOLOGY



61%

INTERESTED IN FLYING CARS



65%

DRIVING MAKES THEM FEEL INDEPENDENT

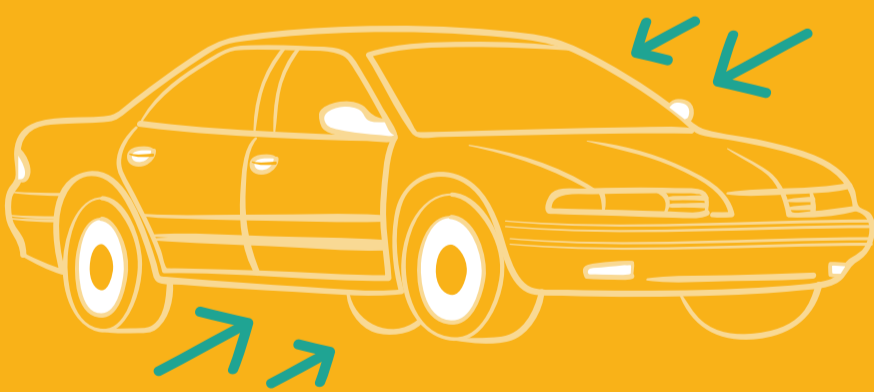
LIVE AT HOME WITH PARENTS OR FAMILY*
59%

FULL-TIME STUDENTS
51%

FEMALE
56%

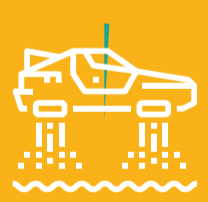
This segment skews female and loves to drive. They're interested in the potential of new technology, but as a means to enhance their driving experience, not a reason to give it up. If they were a car, they'd be a sporty red SUV with backup cameras, parking assist, and lots of cup holders.

MIDDLE-OF-THE-ROADERS



17%

EXCITED ABOUT SELF-DRIVING TECHNOLOGY



1%

INTERESTED IN FLYING CARS



42%

DRIVING MAKES THEM FEEL INDEPENDENT

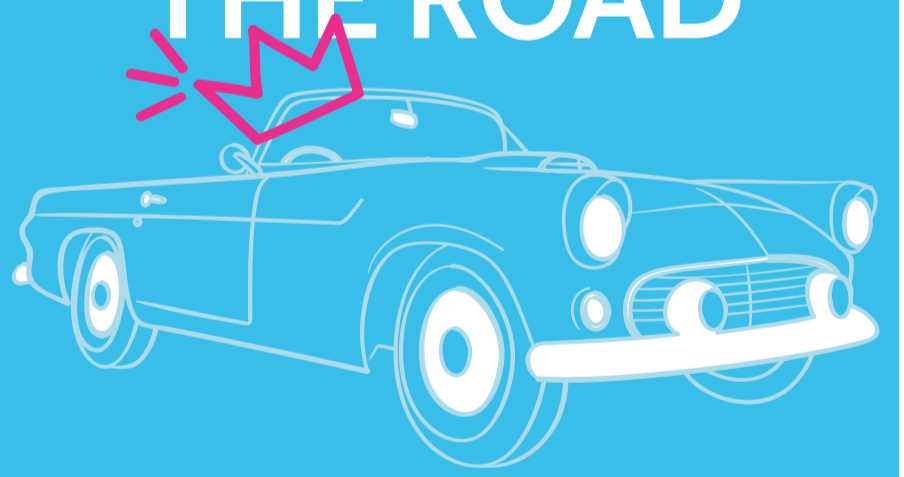
MALE 50%
FEMALE 50%

FULL-TIME STUDENTS
54%

MARRIED**
9%

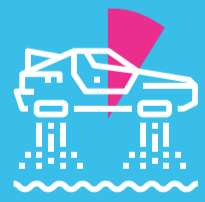
Lacking any strong opinion or passion about transportation now or in the future, Middle-of-the-Roaders are the least likely to associate driving with being cool or independent. It's just not something they think a lot about. They're not interested in new technologies or bells and whistles. If they were a car, they'd be a pre-owned white sedan.

KINGS OF THE ROAD



9%

EXCITED ABOUT SELF-DRIVING TECHNOLOGY



10%

INTERESTED IN FLYING CARS



61%

DRIVING MAKES THEM FEEL INDEPENDENT

FEMALE
58%

WORK FULL TIME
17%

LIVE ALONE*
7%

The Kings of the Road are very attached to their cars and they love driving because it makes them feel in control. They aren't too excited about autonomous vehicles, and why would they be? It might take away their crown. If they were a car, they'd be a souped-up roadster, so they could feel the wind in their hair as they tackle a hairpin turn.