

Study: Car Buyers More Likely To Pay For Blind Spot Detection, Night Vision Tech

Saturday, April 25, 2015 at 2:09 pm | Posted by **Zac Estrada**



Technology that prevents crashes appears to be more popular than features that make multimedia systems easier to use or cars more efficient, according to the results of a new survey.

The [2015 U.S. Tech Choice Study](#), released Wednesday by J.D. Power, revealed 40 percent of those surveyed would prefer blind spot detection and prevention systems in their next car, followed by [night vision](#) systems at 33 percent. Other preferred technologies include a [camera rearview mirror](#) like the one in the [Cadillac CT6](#) and "self-healing" paint.

The lowest interest was for haptic touch screens and [hand-gesture controls](#), such as those that are coming on cars like the [2016 BMW 7-series](#).

"There is a tremendous interest in collision protection technologies across all generations, which creates opportunities across the market," said Kristin Kolodge, executive director of driver interaction & HMI research at J.D. Power. "In contrast, there is very little interest in energy efficiency technologies such as active shutter grille vents and solar glass roofs. Owners aren't as enthusiastic about having these technologies in their next vehicle because of other efforts automakers are taking to improve fuel economy, as well as relatively low fuel prices at the present time."

J.D. Power also found a sharp divide between Apple iOS and Android users regarding their preference for Apple CarPlay and Android Auto being in their next vehicle. The company found luxury car buyers most interested in CarPlay.

Unsurprisingly, Millennials or Generation Y customers were more likely to pay a premium for technology features in their next cars, followed by Gen-Xers and Baby Boomers.

The study was an online survey of 5,300 consumers who purchased/leased a new vehicle in the past five years.

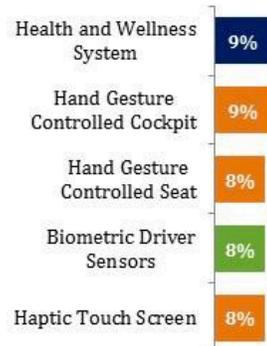
J.D. Power 2015 U.S. Tech Choice StudySM

Most Preferred and Least Preferred Technologies*

Most Preferred Technologies



Least Preferred Technologies



* Note: Technologies that are selected by consumers most frequently and least frequently as the "most preferred" in their next vehicle.

Source: J.D. Power 2015 U.S. Tech Choice StudySM

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.