



**NISSAN**

FÓRUM

**MOBILIDADE INTELIGENTE**

OEIRAS, 7 DE FEVEREIRO

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**NEVER FORGET THAT MOBILITY IS ABOUT PEOPLE !**



## AND WE DO NOT OPERATE IN A VACUUM...

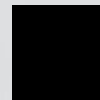




## THE CHANGING CUSTOMER

More...

FLUID  
URBAN  
DIGITAL  
MULTI MODAL  
SHARING  
FRUGAL  
DEMANDING



## THE CHANGING CAR

More...

ELECTRIFIED  
AUTONOMOUS  
CONNECTED  
SAFE  
UTILIZED



## THE CHANGING RELATIONS TO BRANDS

More...

PURPOSE  
AUTHENTICITY  
CONSISTENCY  
TRUST



# 1.

**HOW ARE OUR CUSTOMERS MOVING TODAY?**

**WE SPENT A FULL DAY WITH SOME CONSUMERS ACROSS SEVERAL COUNTRIES.  
HERE'S WHAT THEY TOLD US...**

## OWNING A CAR IS NOT ALWAYS EASY

“

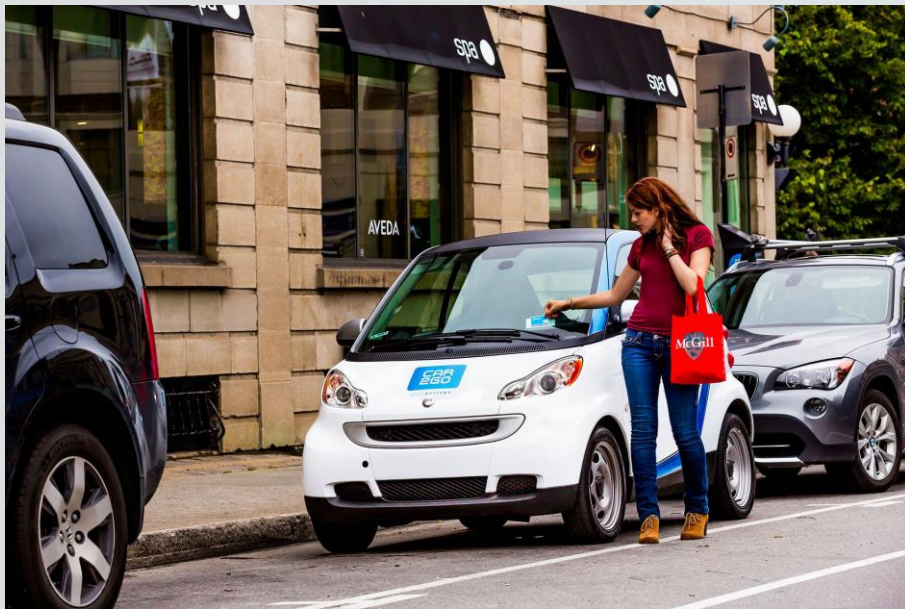
A car is a prison. You're stuck in traffic. You're a prisoner in your car. You get into arguments with everyone. Your car gets scratched, you have to fix it...”

”



## CITIES ARE BLOCKED, MOBILITY IS BECOMING MULTI-MODAL

Even those who own a car may also rely on car sharing, public transport etc.





## SMARTPHONES HAVE BECOME KEY MOBILITY TOOLS

They use it compulsively to check they're on the best route

“

**Today, I used 5 types of transport: suburban train, bus, car, tram, train. I didn't have to wait for any type of transport for more than 5 minutes. Of course, such freedom is possible thanks to my smartphone + data**

”



## ELECTRIC MOTORING IS CONSIDERED A ROUTE TO FREEDOM

Whether in a personal or hired car... even using an electric bike

**PRACTICAL, CHEAP  
HELPS EVADE CITY BLOCKAGES  
ECO FRIENDLY**



## BUT MOBILITY CHOICES ARE NOT ONLY DRIVEN BY COST AND CONVENIENCE

People want the journey itself to be fun, sociable, peaceful...  
which leads them to choose the solution that offers their desired experience

“

**I use BlaBlaCar so I'm not  
lonely... You get to meet people.  
You never know what might crop  
up... a job, a business  
opportunity...**

”





# 2.

**OUR CUSTOMERS ARE GETTING READY FOR AD**



## AT FIRST, THE CONCEPT OF AUTONOMOUS DRIVING TAKES DRIVERS OUT OF THEIR COMFORT ZONE

"It would **take the whole fun out of driving** if you give too much away"

"I would worry **about becoming complacent; lazy**"

"The concept...just get in your car and actually just sleep while you're doing it. That's **the danger**, what are people going to do?!"

"You **can't guarantee everyone is driving an autonomous car** that knows to slow down"



"**Legally** I don't think this can happen, legally you would have to be responsible"

## **SAFETY: THE #1 AUTONOMOUS DRIVE BENEFIT FOR OUR CUSTOMERS**

Reducing **human error**,

Improving **speed of decision making**,

Achieving better driving via increased **accuracy** and **consistency**.





**BUT AD ALSO HOLDS THE PROMISE OF A MORE RELAXED AND EVEN PLEASURABLE JOURNEY**

**Removing fatigue**  
and **stress**... for a more  
pleasant experience at the  
wheel !



## BUILDING TRUST THROUGH EDUCATION AND INFORMATION WILL BE A KEY CHALLENGE FOR OEMs

**Concerted efforts** required to secure future users' **trust**.

Strong **customer benefits** such as safety, convenience and affordability will do the rest...



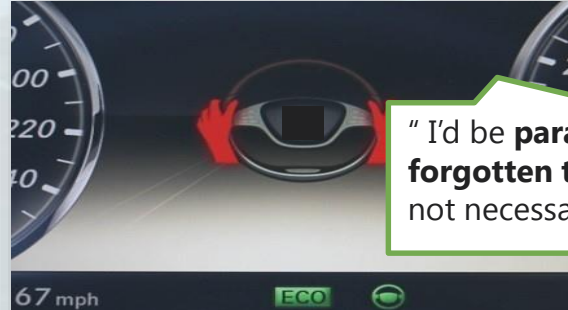
## USABILITY WILL BE AN ESSENTIAL ELEMENT TO BUILD TRUST

### How to switch it on/off ?



"Presumably you can override it? ...but **when you set off will it automatically respond** and just start?"

### How to be sure the system is on?



"I'd be **paranoid that I'd forgotten to turn it on**...and it not necessarily always be there"

### How to personalise settings?



"So presumably **I can change the speed**, I don't have to keep it at 60mph all the time? I can set it to what I'd like?"

### How to adjust it while driving?



"It's depending on **how easy it is to set it whilst you are driving**...because you've got to concentrate on driving"



# 3.

OUR CUSTOMERS WANT BRANDS TO PROPOSE A  
PURPOSE, A VISION OF THE WORLD

*Brand*

PURPOSE

## EUR CONSUMERS LIVE IN A PARADOXICAL AND CHAOTIC WORLD

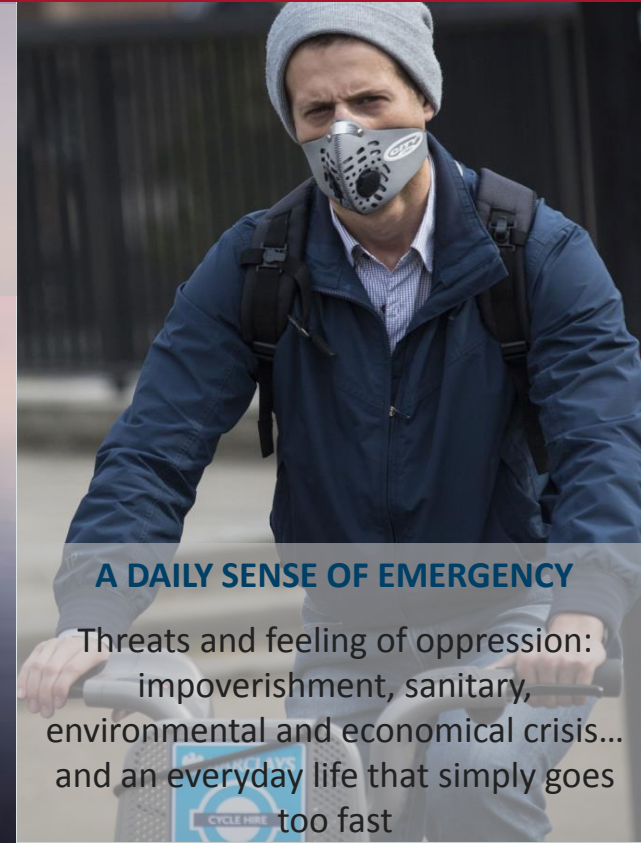


### A BIGGER FREEDOM THAN EVER

Thanks mainly to new technologies,  
everything becomes possible.  
Consumers can achieve their goals  
more easily

Collapse of traditional models of  
society with the crisis, questioning of  
existing norms and absence of an  
appealing utopia

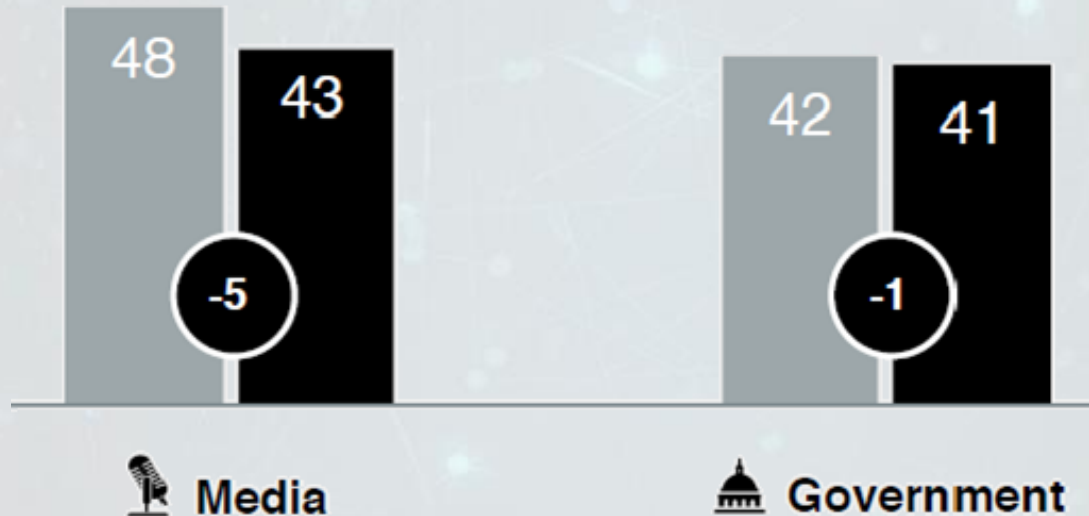
### LOSS OF REFERENCE POINTS AND SEARCH OF PROFOUND MEANING



### A DAILY SENSE OF EMERGENCY

Threats and feeling of oppression:  
impoverishment, sanitary,  
environmental and economical crisis...  
and an everyday life that simply goes  
too fast

## THEY NO LONGER TRUST TRADITIONAL AUTHORITIES TO SUPPORT THEM IN THIS CHAOTIC WORLD



No « instruction manual » anymore, no desirable model that everyone would like to follow



# THERE IS GREAT OPPORTUNITY (IF NOT AN OBLIGATION) FOR BRANDS TO GO BEYOND THEIR PRODUCT AND OFFER A PURPOSE

Lines are blurring between public and private sectors



And customers are willing to buy into brand promises

75% agree



**"A company can take specific actions that both increase profits and improve the economic and social conditions in the community where it operates."**

Source: Edelman Trust Barometer 2017

**THIS IS EVEN MORE IMPORTANT FOR YOUNGER GENERATIONS**





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# THANK YOU

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