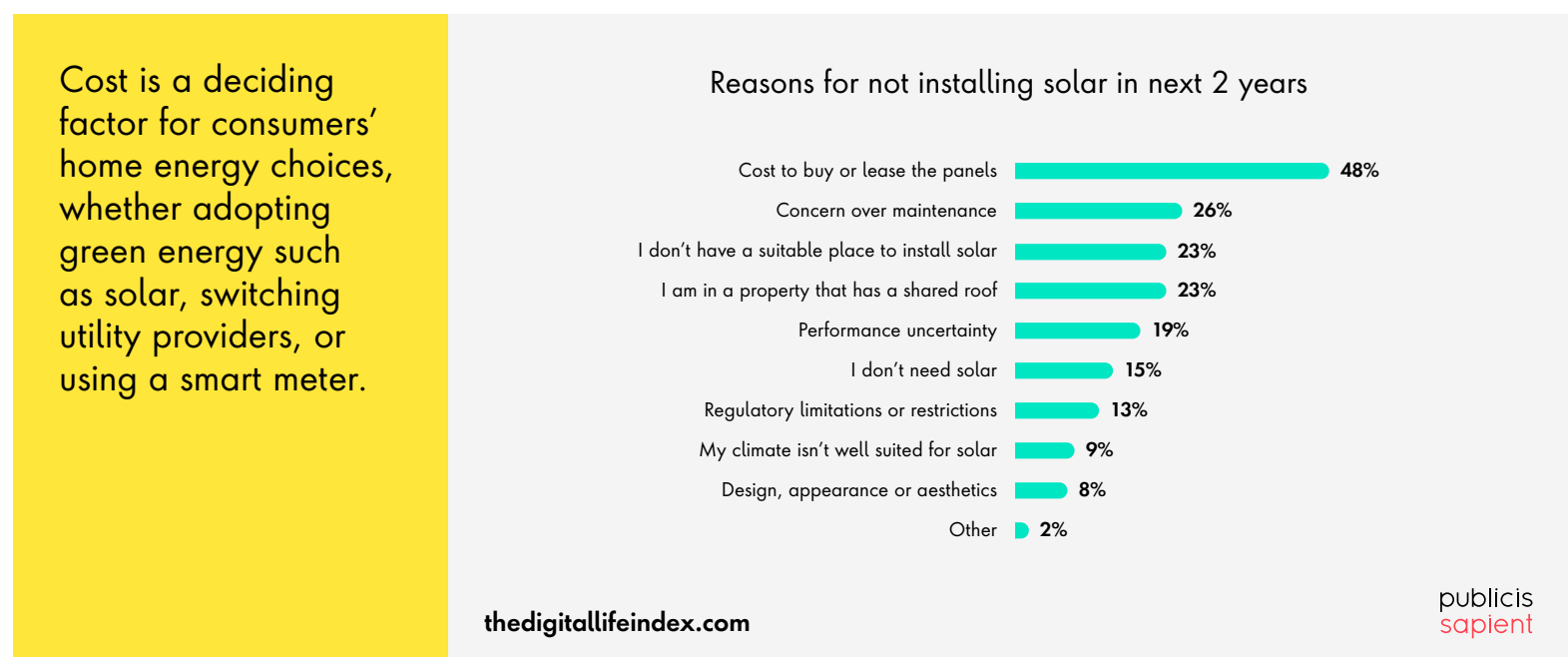


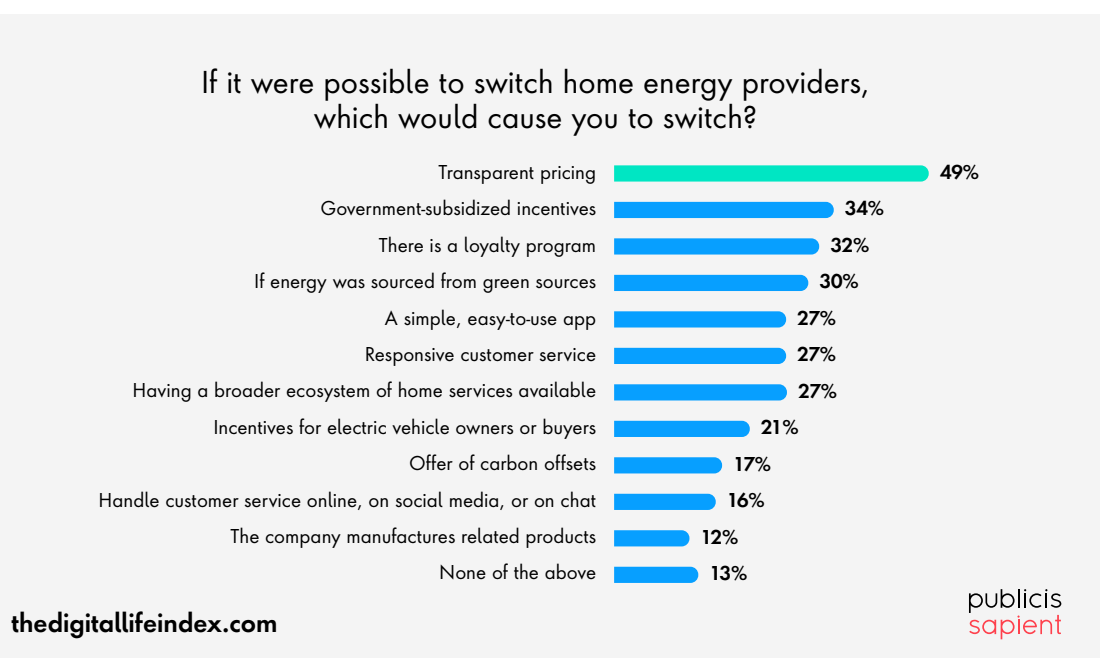
The Future Experience of Green Energy and Fuel-Efficient, High-Tech Vehicles

The second installment of Publicis Sapient's Digital Life Index Report reveals growing consumer inclination for green energy, and fuel-efficient, high-tech vehicles. Read the full report: thedigitallifeindex.com

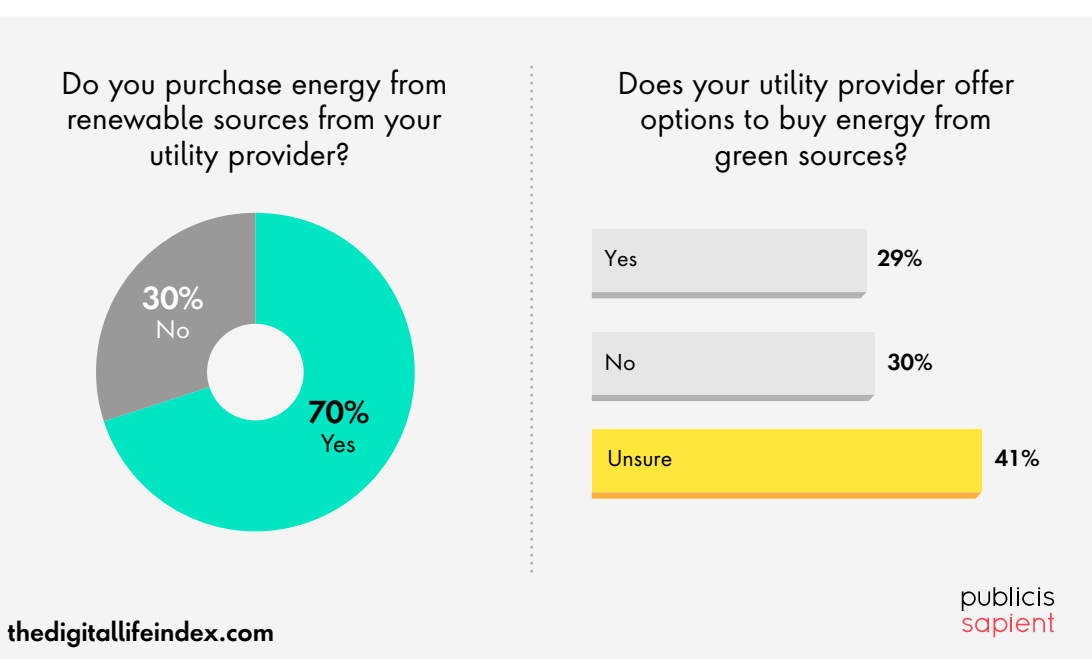
Barriers need to be overcome to achieve widespread adoption of cleaner energy



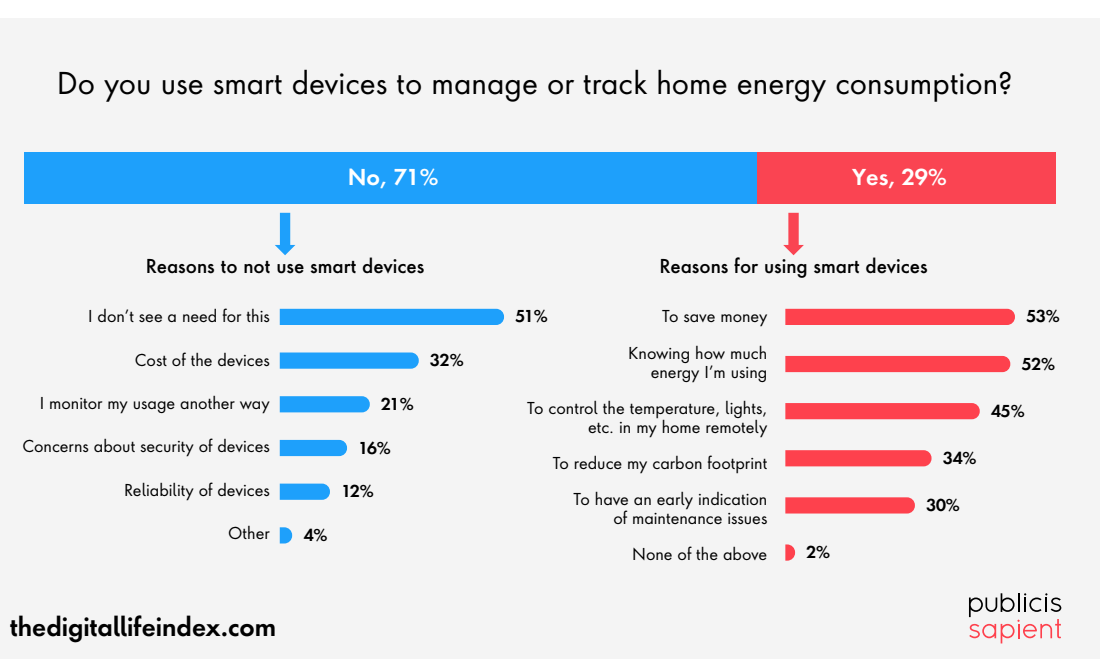
When considering switching home energy providers, transparent pricing is the main priority according to half (49%) of respondents, with those providers offering a better digital experience such as an easy-to-use app or online customer service that's also appealing.



70% of people said they would choose to purchase energy from green sources, showing a widespread commitment to sustainability. However, 41% were unsure of the options available to them through their utility providers.

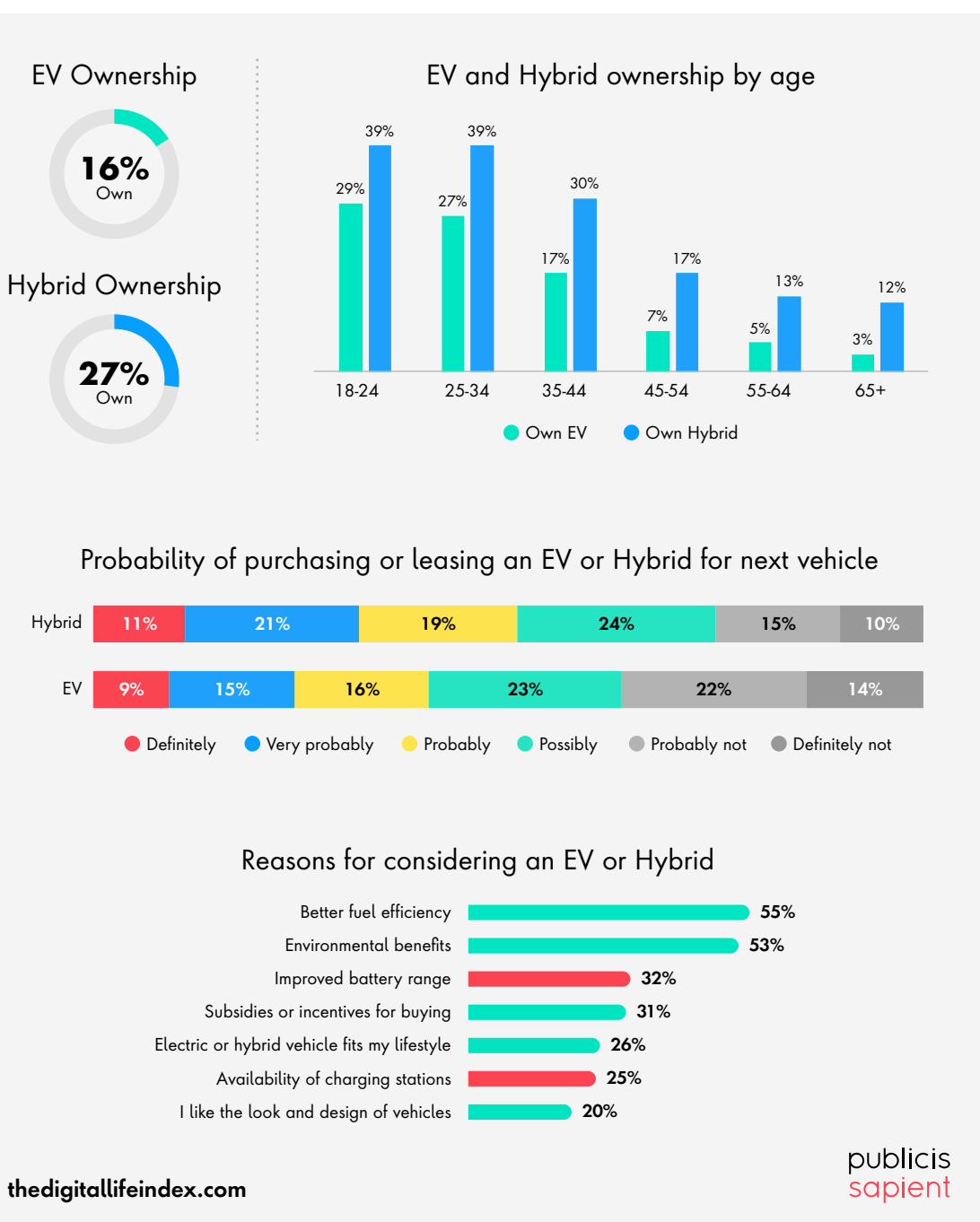


And while most people (71%) don't currently use a smart device for managing or tracking home energy, of the respondents that do, over half (53%) do so to save money, and 34% use a smart meter to reduce their carbon footprint.

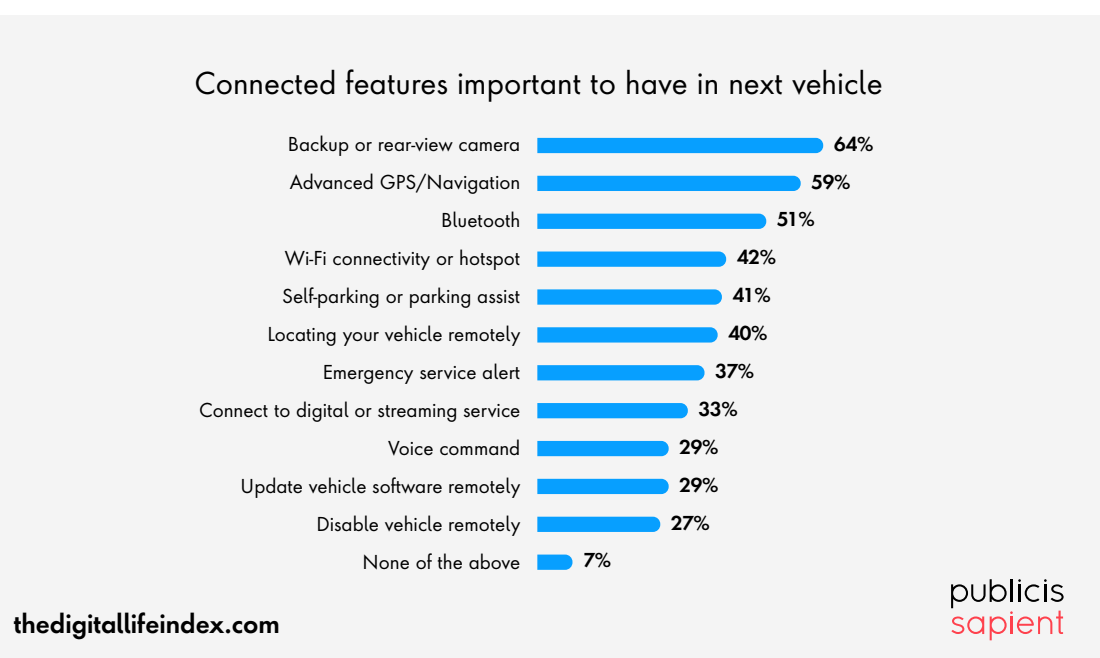


Connected tech is increasingly important to car shoppers

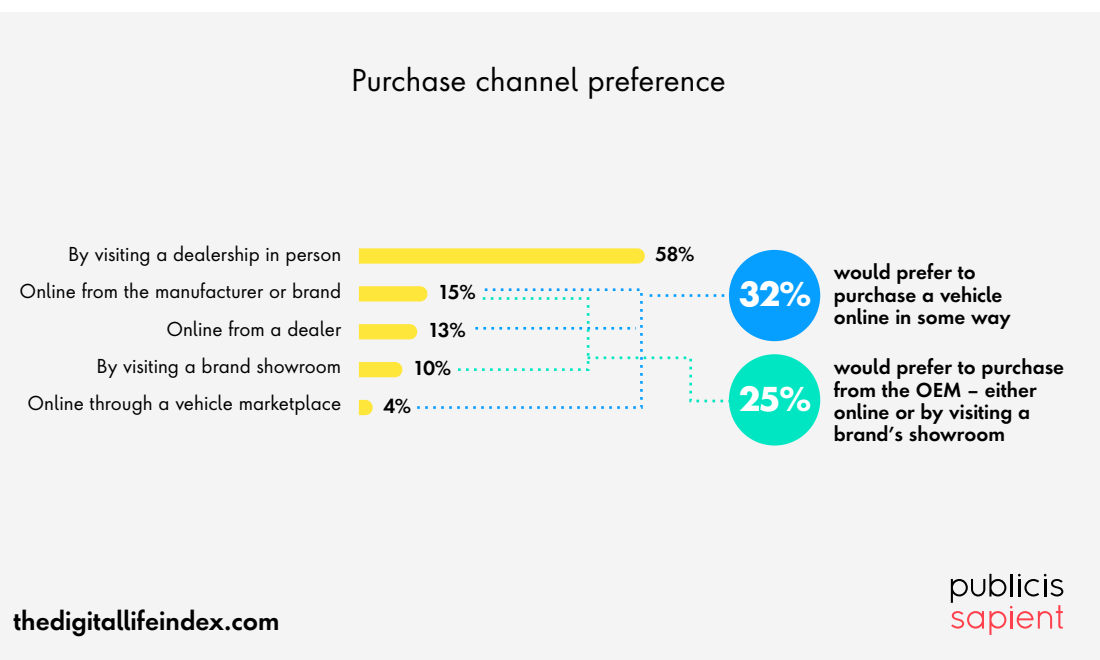
The trend towards more environmentally friendly and fuel-efficient vehicles continues, but concerns about battery range and price will slow the widespread adoption of EVs.



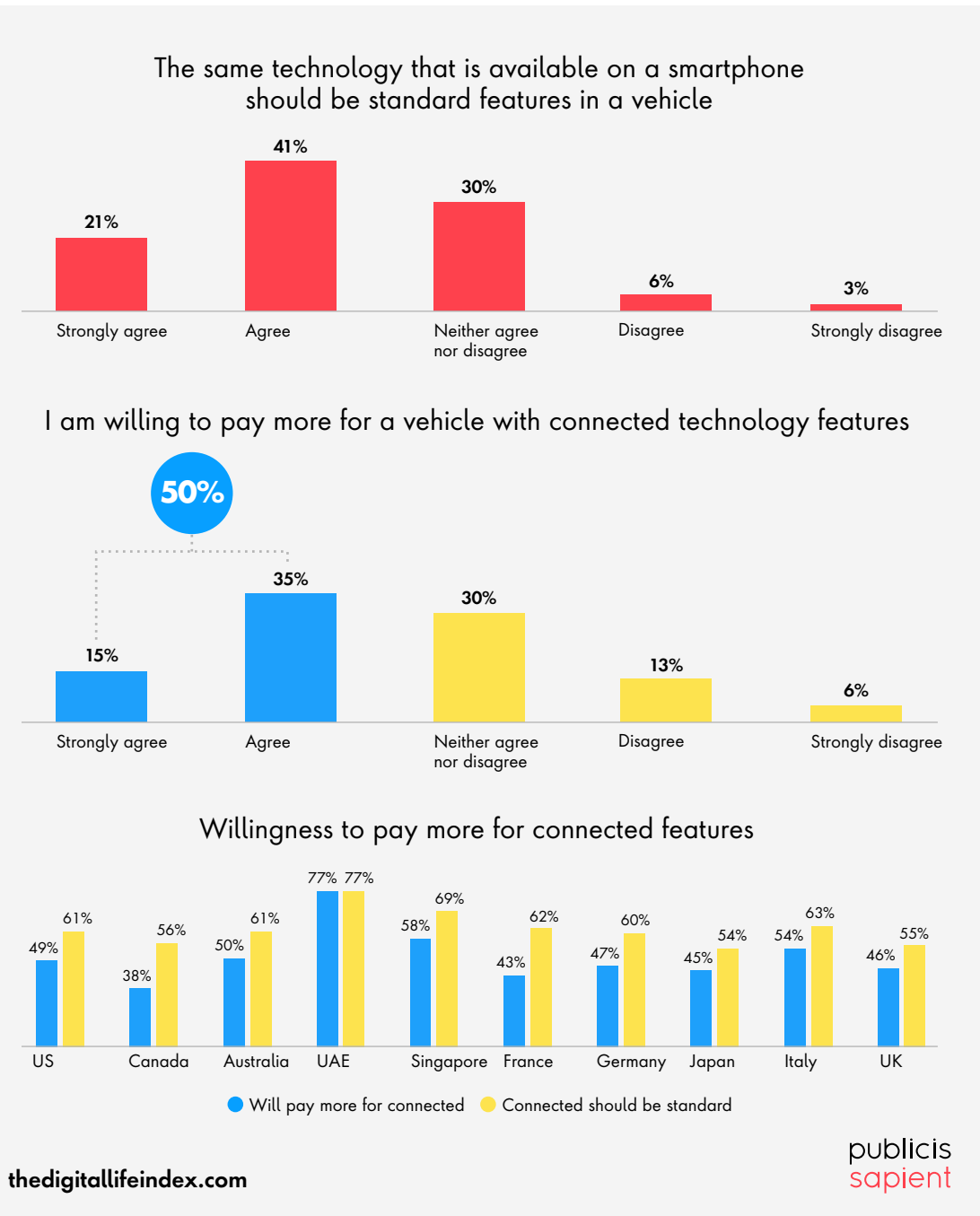
Expectations for vehicles pre-fitted with connected tech is now mainstream, with almost all people (93%) desiring at least one connected feature in their next vehicle.



The dealership remains the preferred purchase channel for vehicles. Nearly 60% of respondents prefer to physically visit a dealership over purchasing online.



In fact, while people expect tech from their smartphones to be standard in new vehicles, half (50%) of respondents are willing to pay more for it, with the UAE most willing to pay a premium.



The shift to digital is slower when it comes to physical car purchases; 87% of people are still reliant on their dealer. However, a growing number will increasingly prefer to complete the initial steps of their purchase journey online.

