

# ERGEBNISSE UMFRAGE “DESIGN OF THE SION”

Daten Analyse von  
16.000 Teilnehmern



# DATEN ANALYSE

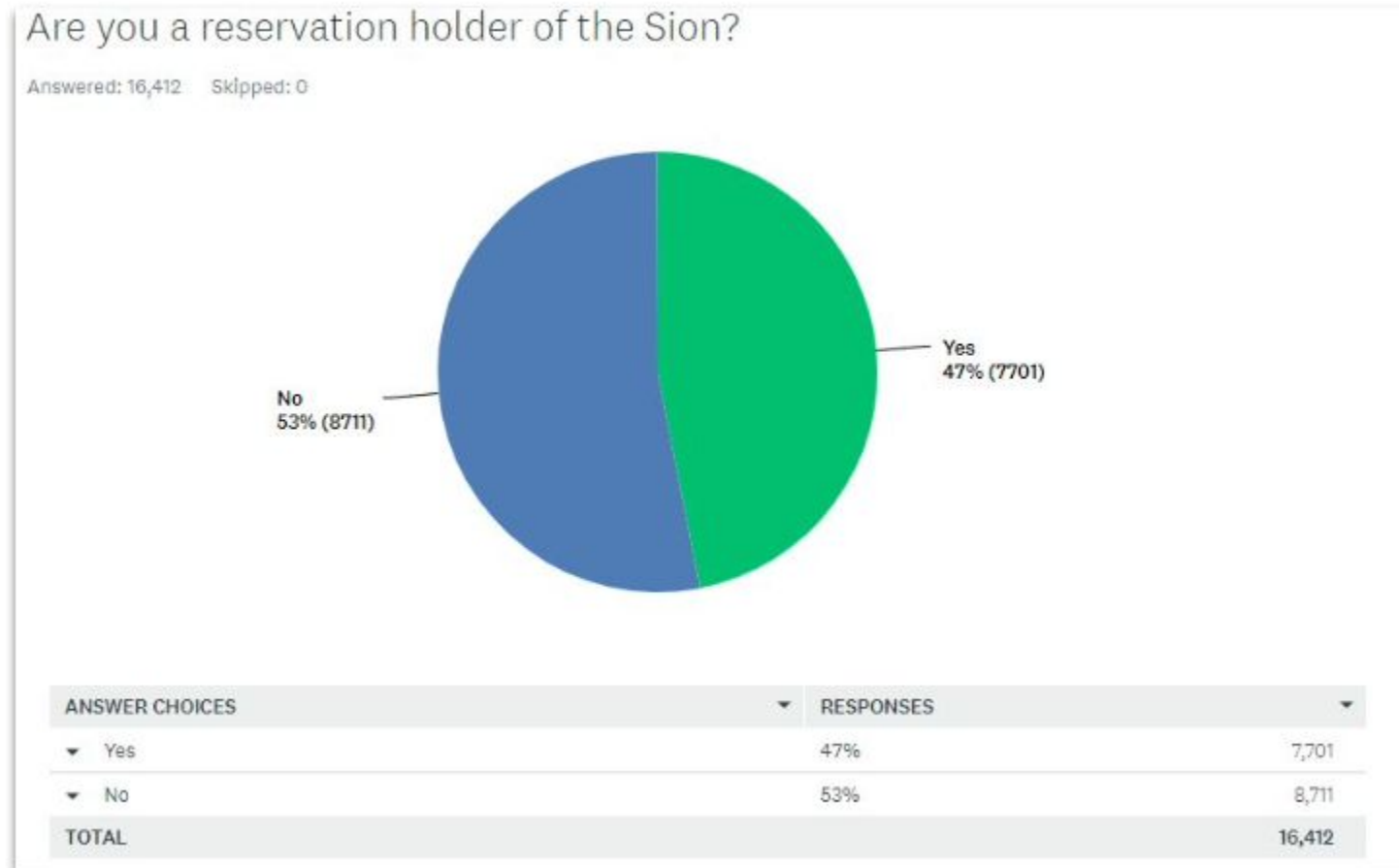
DER 1. UMFRAGE MIT 16.000 TEILNEHMERN (JAN 2021)

**KATEGORIE**

ALLGEMEINE DATEN



Die Umfrage wurde in zwei Gruppen aufgeteilt.



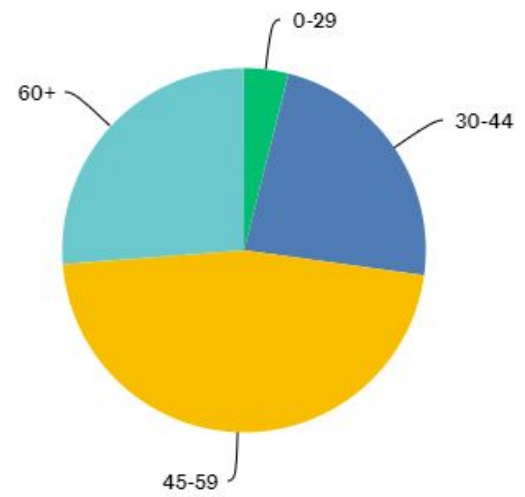
ALTER

73% über 45 Jahre alt.

Gesamte Community

How old are you?

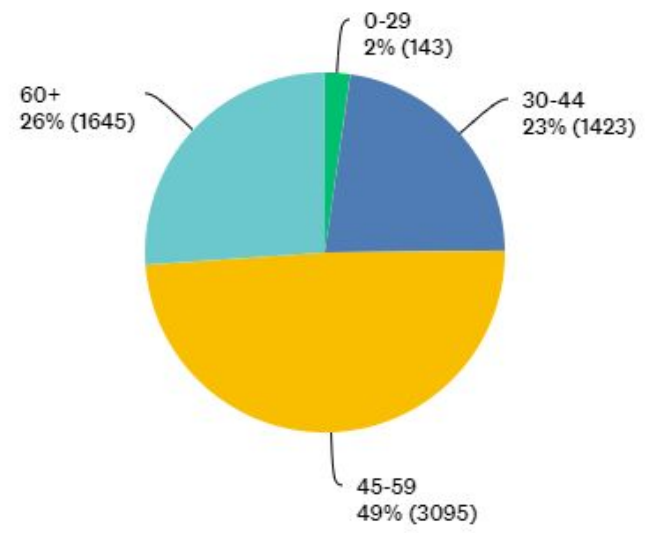
Answered: 12,008 Skipped: 4,405



Nur ReserviererInnen

How old are you?

Answered: 6,306 Skipped: 1,401



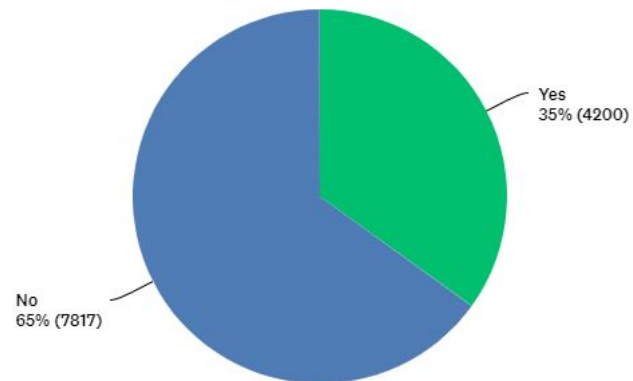
## FAHRERFAHRUNG MIT ELEKTROAUTOS

# Die Mehrheit ist noch kein Elektroauto gefahren.

### Gesamte Community

Have you ever own or driven an EV for more than 2,000 km?

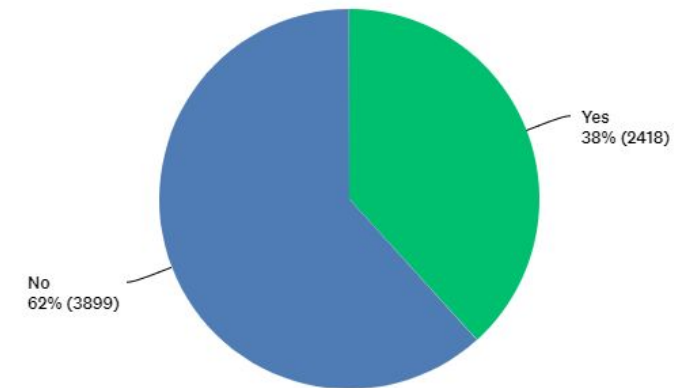
Answered: 12,017 Skipped: 4,396



### Nur ReserviererInnen

Have you ever own or driven an EV for more than 2,000 km?

Answered: 6,317 Skipped: 1,390



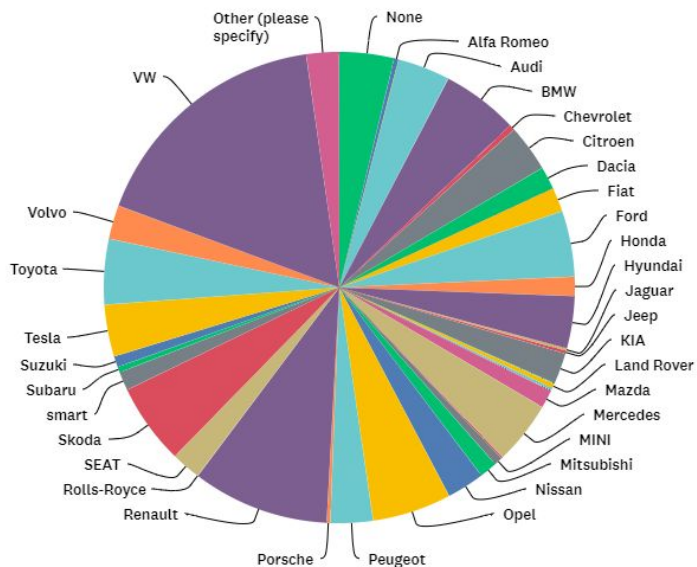
AKTUELLES AUTO

# VW und Renault.

## Gesamte Community

Of which brand is your current vehicle?

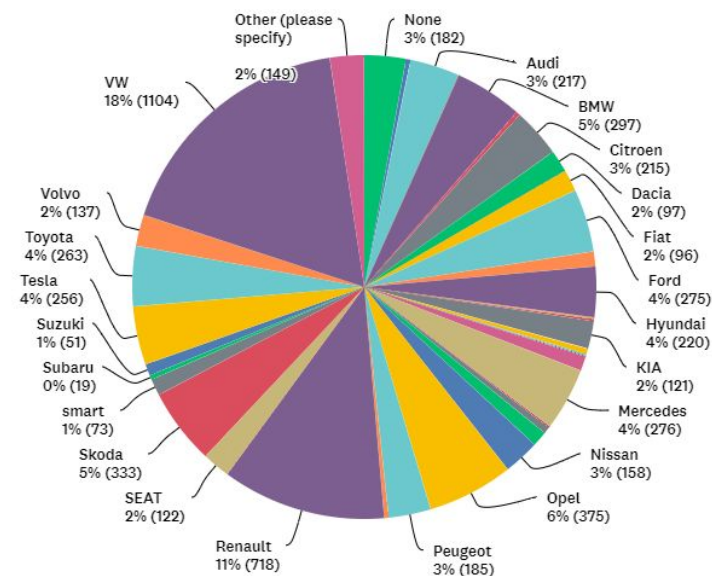
Answered: 11,924 Skipped: 4,489



## Nur ReserviererInnen

Of which brand is your current vehicle?

Answered: 6,278 Skipped: 1,429



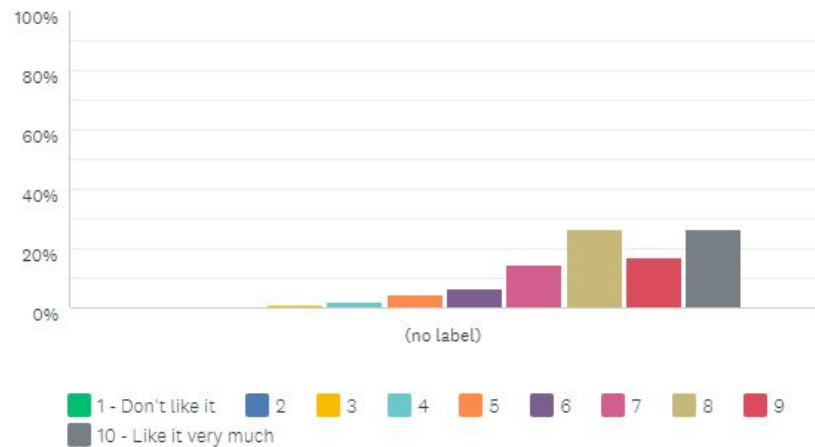
## UNSERE KOMMUNIKATION

# Durchschnittlich gewichtet 8 von 10.

## Gesamte Community

## How do you like our communication?

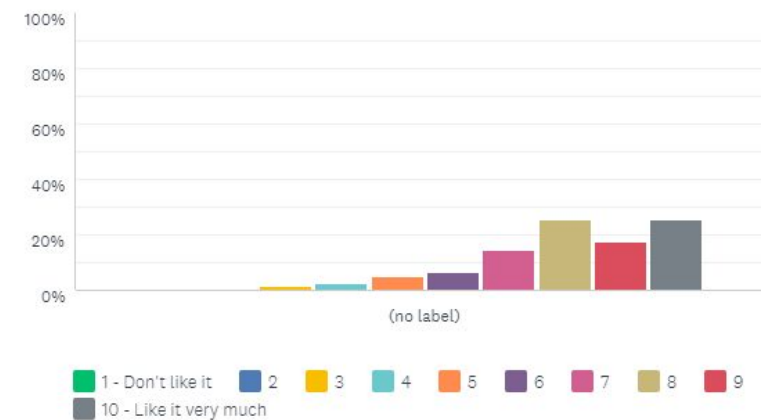
Answered: 11,969 Skipped: 4,444



## Nur ReserviererInnen

## How do you like our communication?

Answered: 6,296 Skipped: 1,411





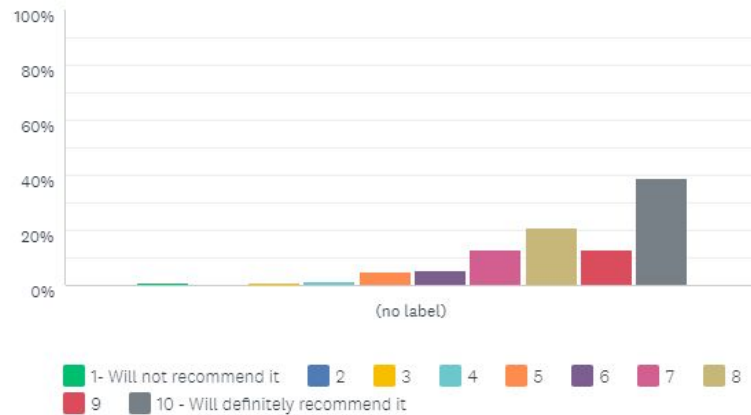
## NET PROMOTER SCORE (NPS)

# Community: NPS 37 vs. ReserviererInnen: NPS 50.

### Gesamte Community

How likely are you to recommend the Sion to a friend, family member or colleague?

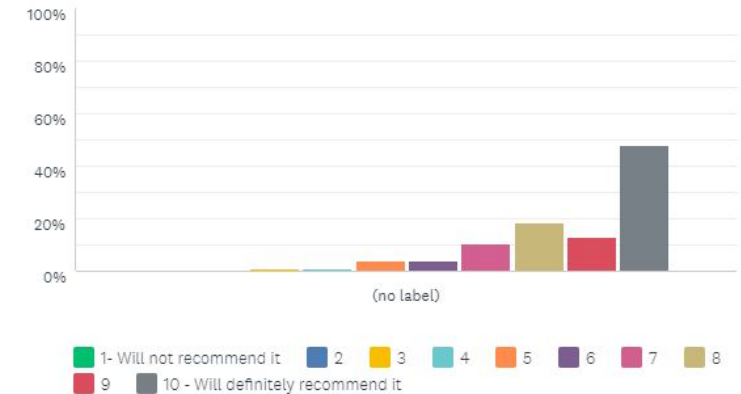
Answered: 11,913 Skipped: 4,500



### Nur ReserviererInnen

How likely are you to recommend the Sion to a friend, family member or colleague?

Answered: 6,262 Skipped: 1,445



**KATEGORIE**

GENERELLES DESIGN

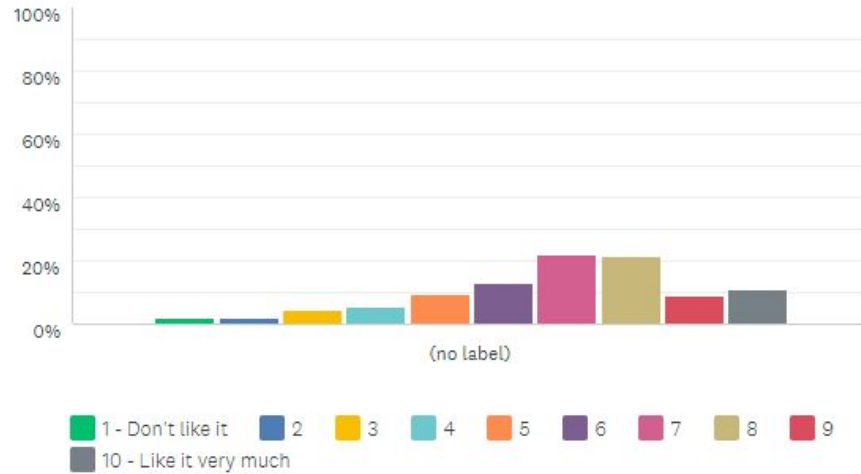


# Durchschnittlich gewichtet 7 von 10.

## Gesamte Community

How do you like the overall design of the Sion?

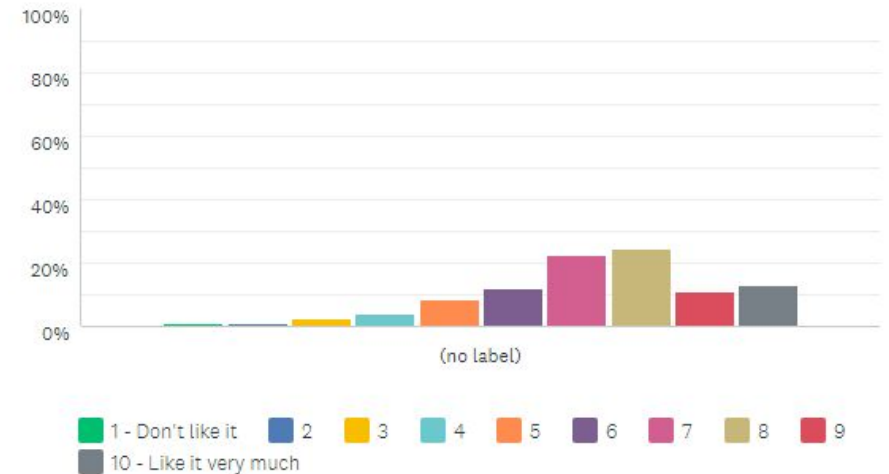
Answered: 14,503 Skipped: 1,909



## Nur ReserviererInnen

How do you like the overall design of the Sion?

Answered: 7,138 Skipped: 569



**KATEGORIE**

EXTERIOR



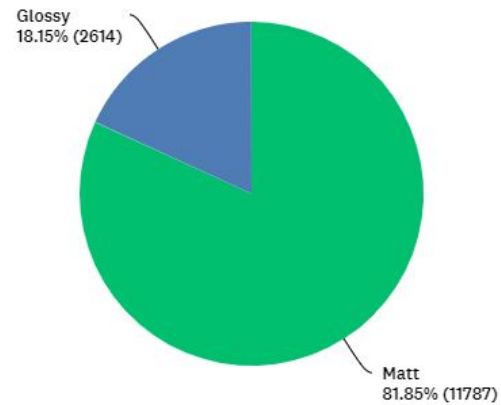
## MATT VS. GLÄNZEND

# Mehrheit ist für Matt.

### Gesamte Community

Which do you like better: a matt car or a glossy car?Context: a matt surface increases the yield of solar kilometres.

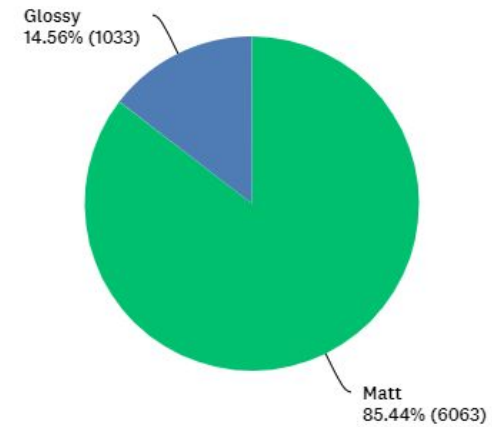
Answered: 14,401 Skipped: 2,011



### Nur ReserviererInnen

Which do you like better: a matt car or a glossy car?Context: a matt surface increases the yield of solar kilometres.

Answered: 7,096 Skipped: 611



Kein Trend erkennbar. Durchschnitt liegt bei 5 von 10.

Gesamte Community

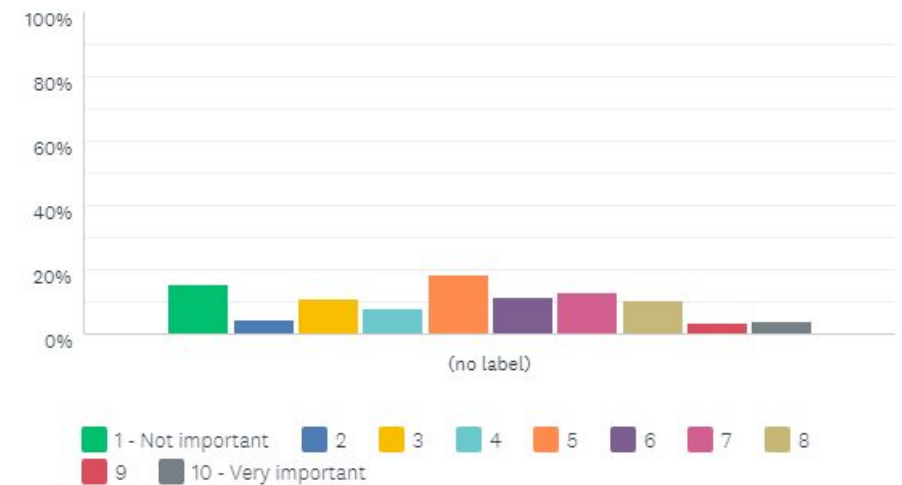
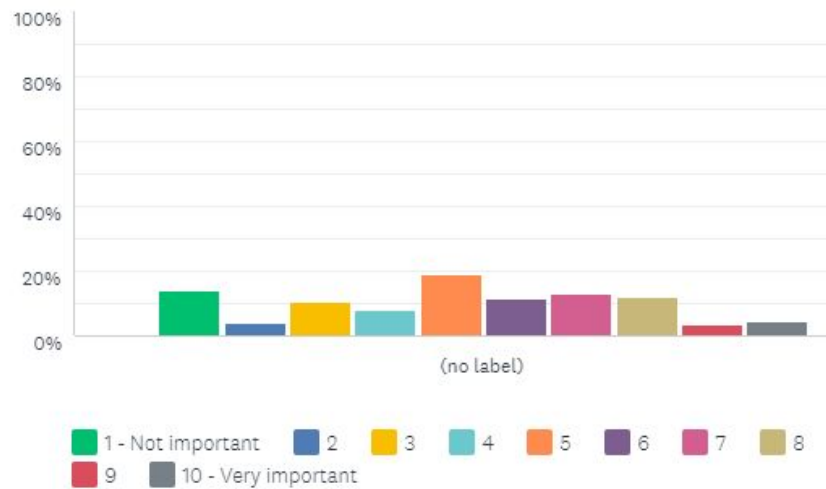
Nur ReserviererInnen

How important are small clearances on the exterior?

How important are small clearances on the exterior?

Answered: 14,109 Skipped: 2,303

Answered: 6,921 Skipped: 786

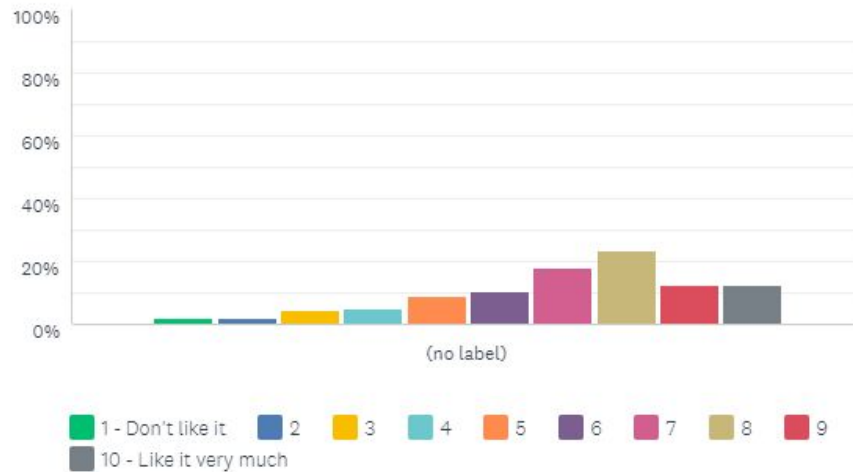


# Durchschnittlich gewichtet 7 von 10.

## Gesamte Community

How do you like the front?

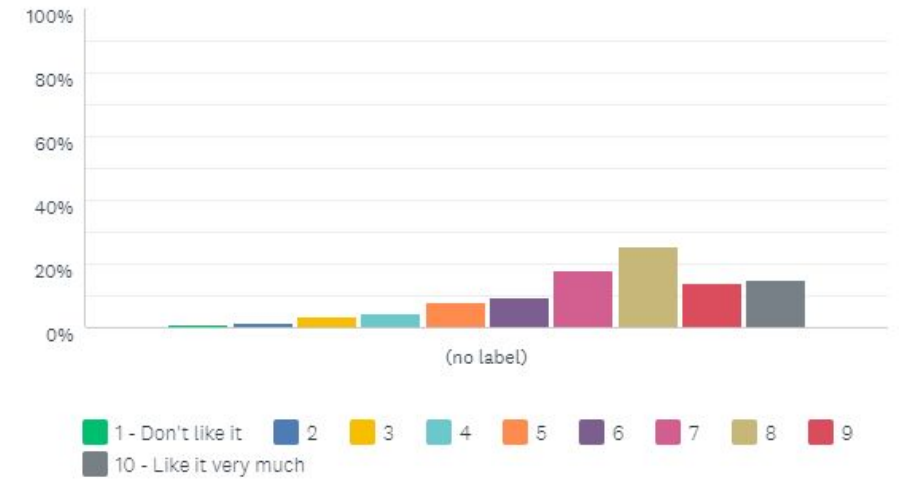
Answered: 12,728 Skipped: 3,684



## Nur ReserviererInnen

How do you like the front?

Answered: 6,552 Skipped: 1,155

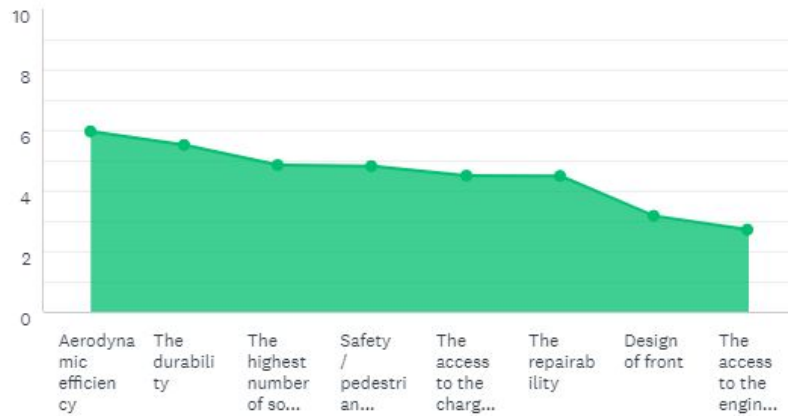


# Am wichtigsten: Aerodynamik, Langlebigkeit und Anzahl der Solarzellen.

## Gesamte Community

Please rank the following statements from "most important" to "unimportant":

Answered: 12,712 Skipped: 3,701



## Nur ReserviererInnen

Please rank the following statements from "most important" to "unimportant":

Answered: 6,568 Skipped: 1,139



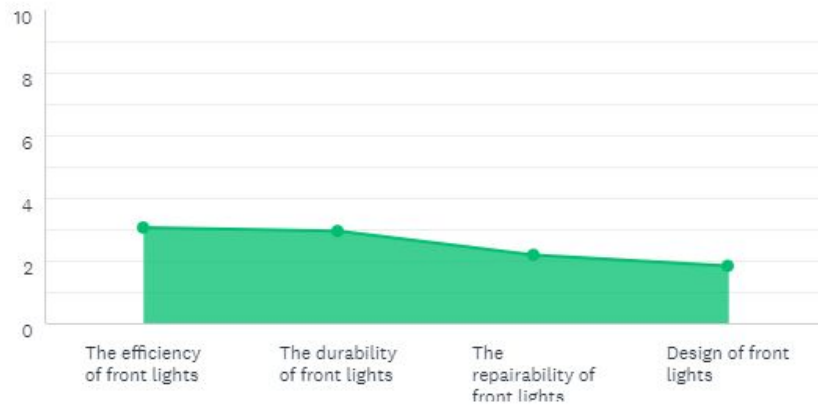


# Am wichtigsten: Effizienz und Langlebigkeit.

## Gesamte Community

Please rank the following statements from "most important" to "unimportant":

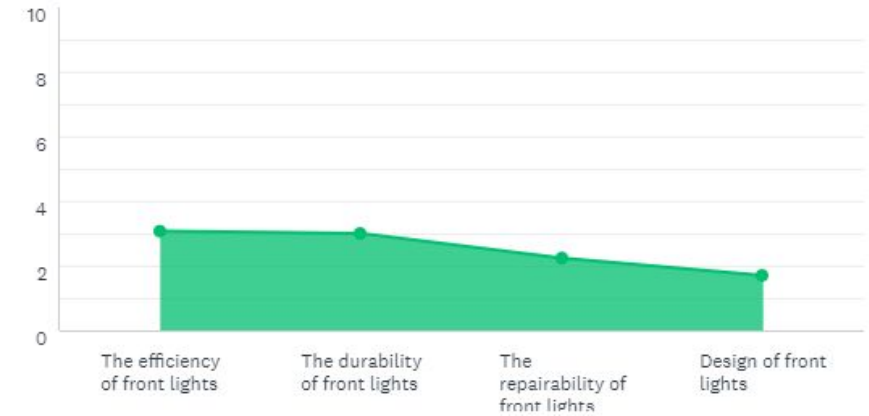
Answered: 12,483 Skipped: 3,930



## Nur ReserviererInnen

Please rank the following statements from "most important" to "unimportant":

Answered: 6,457 Skipped: 1,250

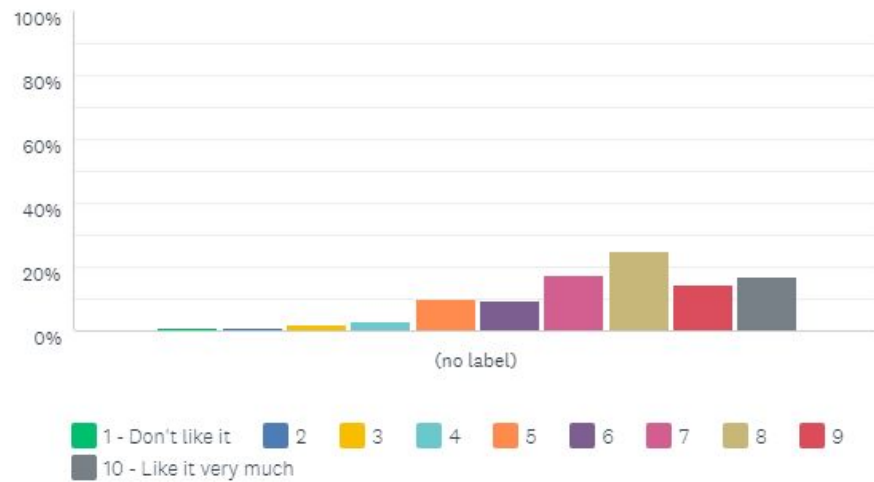


# Durchschnittlich gewichtet 7 von 10.

## Gesamte Community

How do you like the rear bumper of the Sion?

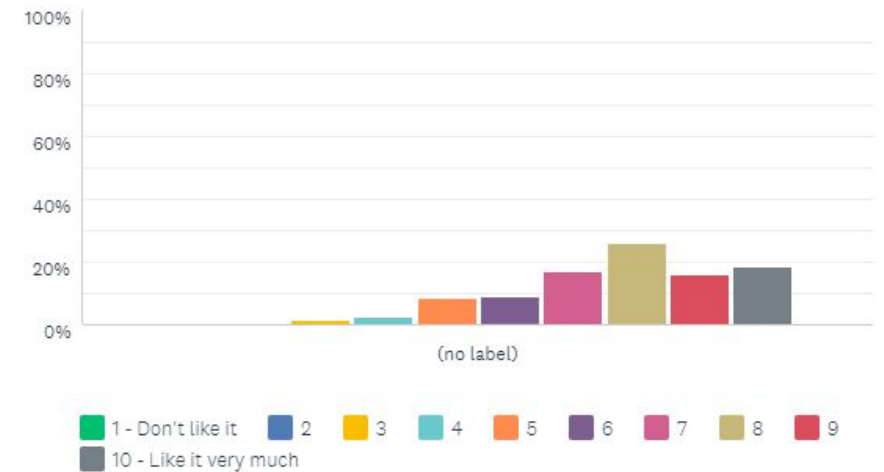
Answered: 12,611 Skipped: 3,802



## Nur ReserviererInnen

How do you like the rear bumper of the Sion?

Answered: 6,521 Skipped: 1,186



# Am wichtigsten: Langlebigkeit und Reparierbarkeit.

Gesamte Community

Please rank the following statements from "most important" to "unimportant":

Answered: 12,191 Skipped: 4,222



Nur ReserviererInnen

Please rank the following statements from "most important" to "unimportant":

Answered: 6,370 Skipped: 1,337



**KATEGORIE**  
INTERIOR

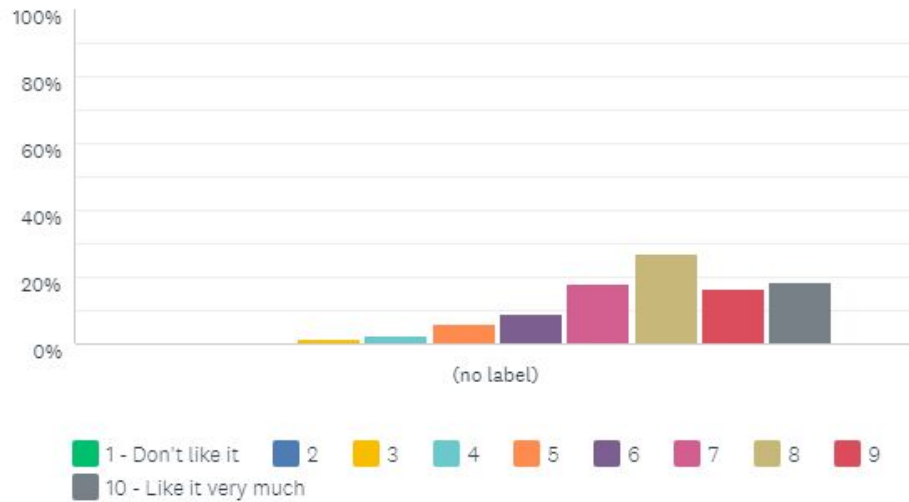


Durchschnittlich gewichtet 8 von 10.

Gesamte Community

How do you like the interior?

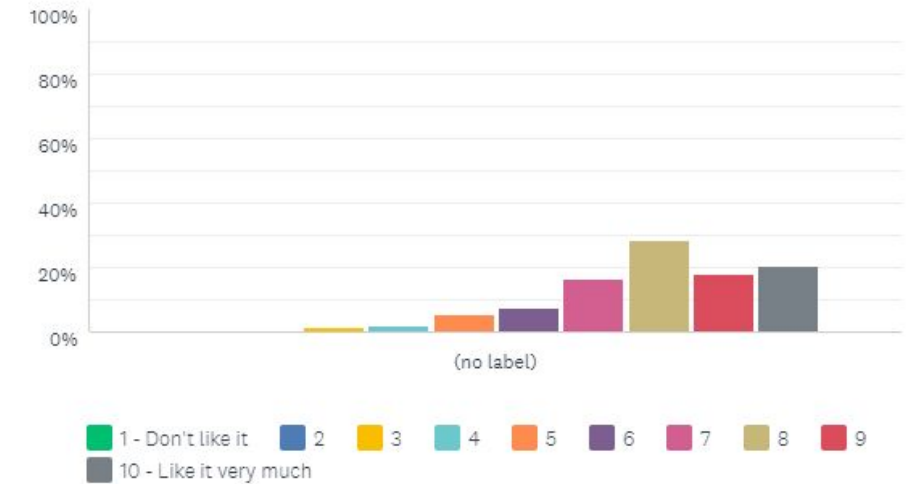
Answered: 12,050 Skipped: 4,363



Nur ReserviererInnen

How do you like the interior?

Answered: 6,316 Skipped: 1,391



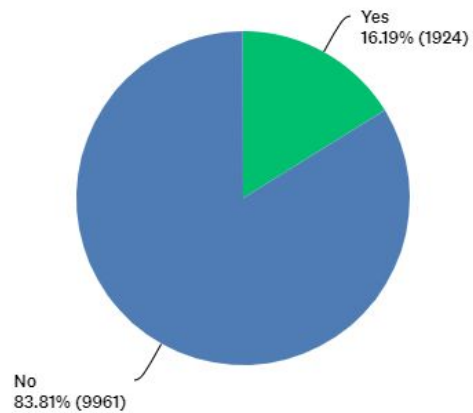
## NAMEN DER UNTERSTÜTZER:INNEN IM INNENRAUM

# 84% sagen nein.

### Gesamte Community

Should we place all the names from the supporters of the community funding campaign somewhere in the interior?

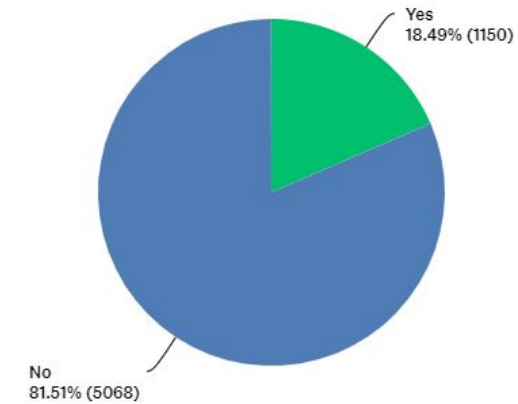
Answered: 11,885 Skipped: 4,528



### Nur ReserviererInnen

Should we place all the names from the supporters of the community funding campaign somewhere in the interior?

Answered: 6,218 Skipped: 1,489



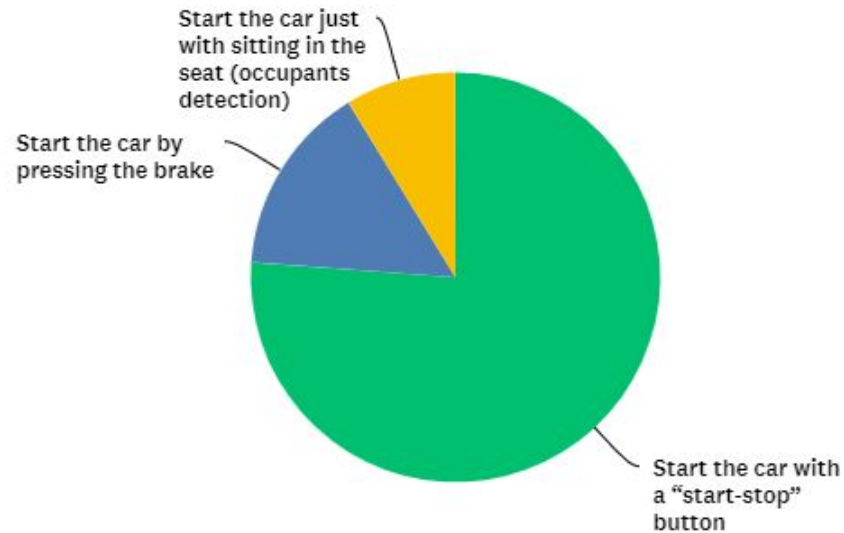
## START DES FAHRZEUGS

~ 75% möchten einen "Start-Stopp" - Knopf.

Gesamte Community

How would you like to start you Sion?

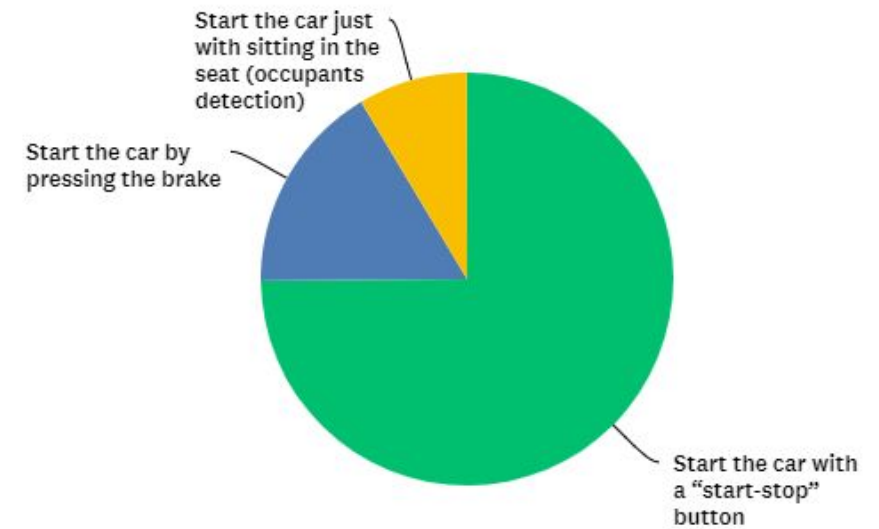
Answered: 12,042 Skipped: 4,371



Nur ReserviererInnen

How would you like to start you Sion?

Answered: 6,313 Skipped: 1,394



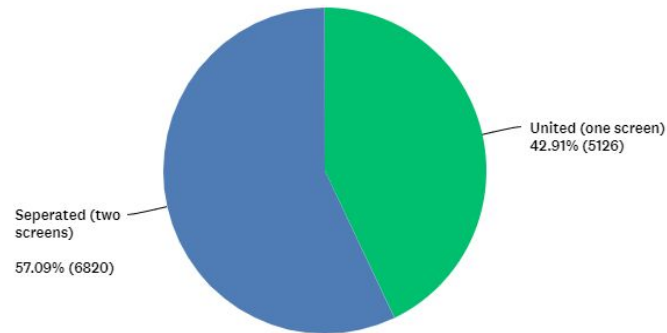
# ZWEI VS. EIN INFOTAINMENT BILDSCHIRM

~ 60% wollen zwei Bildschirme. 75% für keine zusätzliche Kosten.

## Gesamte Community

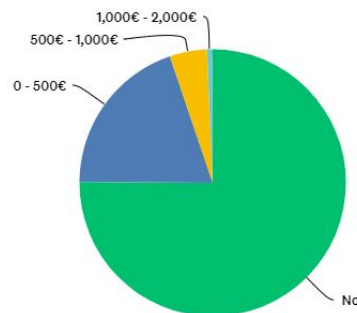
Would you prefer the two screens to be physically separated or united? (see images above)

Answered: 11,946 Skipped: 4,467



Would you be willing to pay more for the one screen concept?

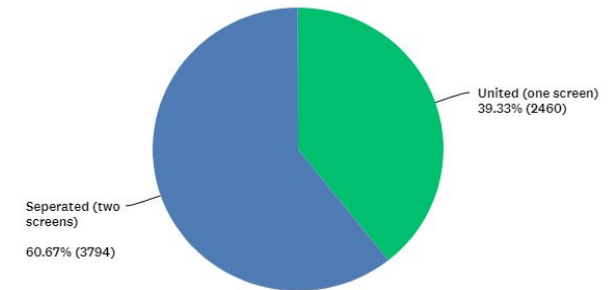
Answered: 12,003 Skipped: 4,410



## Nur ReserviererInnen

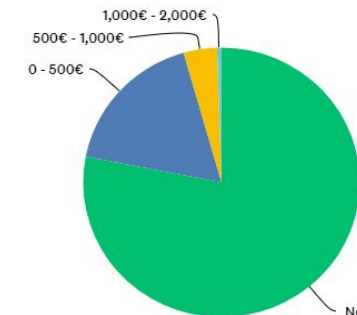
Would you prefer the two screens to be physically separated or united? (see images above)

Answered: 6,254 Skipped: 1,453



Would you be willing to pay more for the one screen concept?

Answered: 6,292 Skipped: 1,415





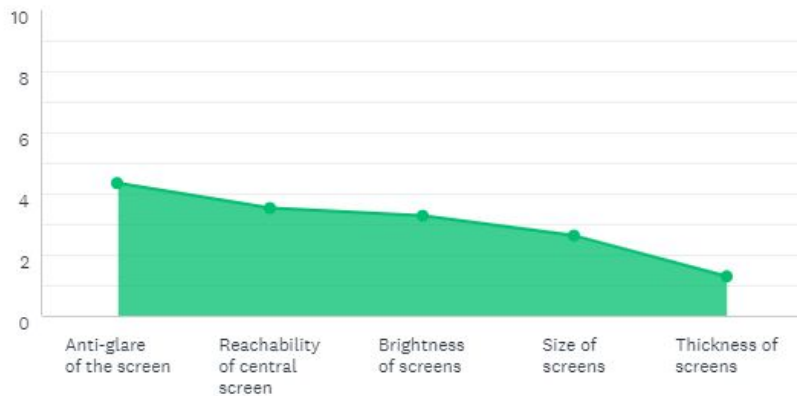
## INFOTAINMENT BILDSCHIRM RANKING

Am wichtigsten: Blendschutz und Erreichbarkeit (Ergonomie).

### Gesamte Community

Please rank the following statements from "most important" to "unimportant":

Answered: 10,484 Skipped: 5,929



### Nur ReserviererInnen

Please rank the following statements from "most important" to "unimportant":

Answered: 5,493 Skipped: 2,214



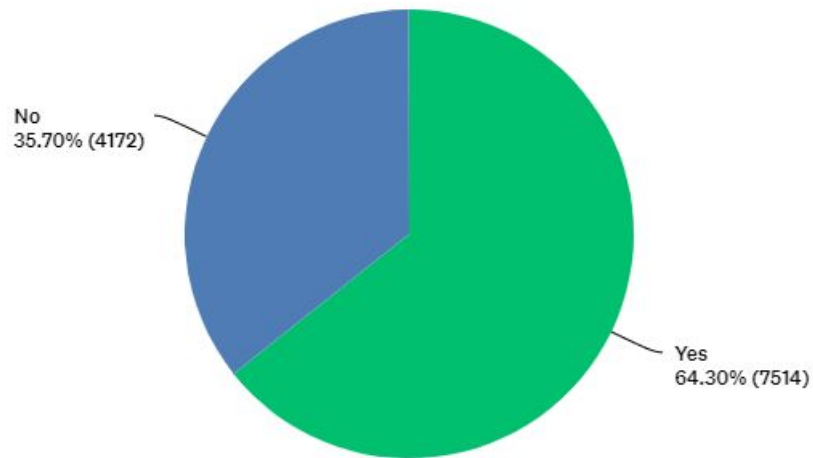
# HARDWARE KNOPF

~ 64% für eine Hardware Knopf.

Gesamte Community

Do you prefer any function of the car as a hardware button?

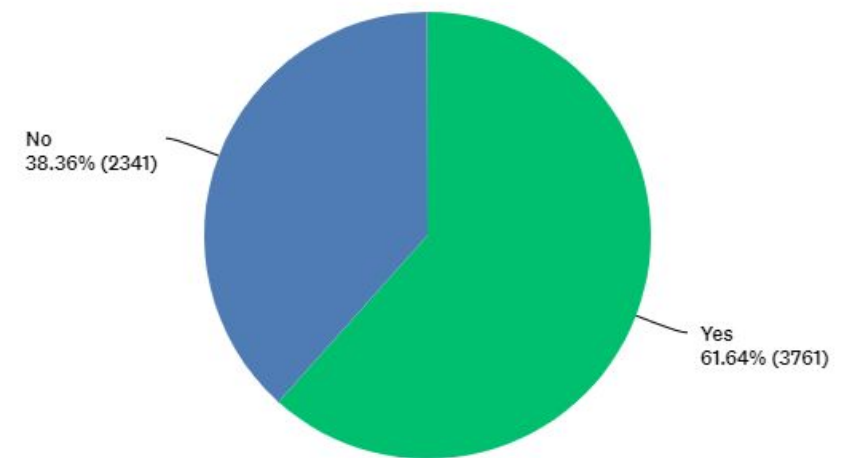
Answered: 11,686 Skipped: 4,727



Nur ReserviererInnen

Do you prefer any function of the car as a hardware button?

Answered: 6,102 Skipped: 1,605



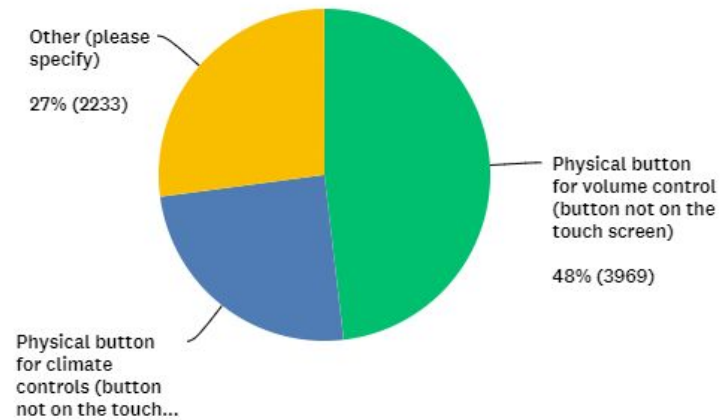
## LAUTSTÄRKEREGLER KNOPF

~ 48% für lautstärkereglere Knopf.

### Gesamte Community

If yes, which function of the car would you prefer to have as a hardware button?

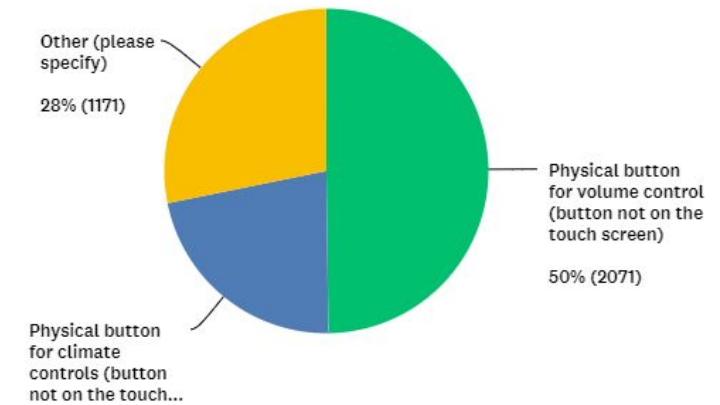
Answered: 8,243 Skipped: 8,170



### Nur ReserviererInnen

If yes, which function of the car would you prefer to have as a hardware button?

Answered: 4,157 Skipped: 3,550



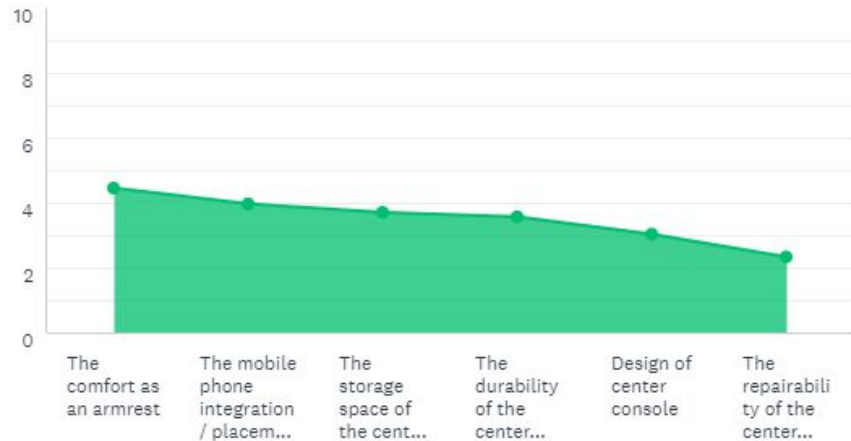
# MITTELKONSOLE RANKING

## Am wichtigsten: Komfortable Armlehne und Handy-Integration.

Gesamte Community

Please rank the following statements from "most important" to "unimportant":

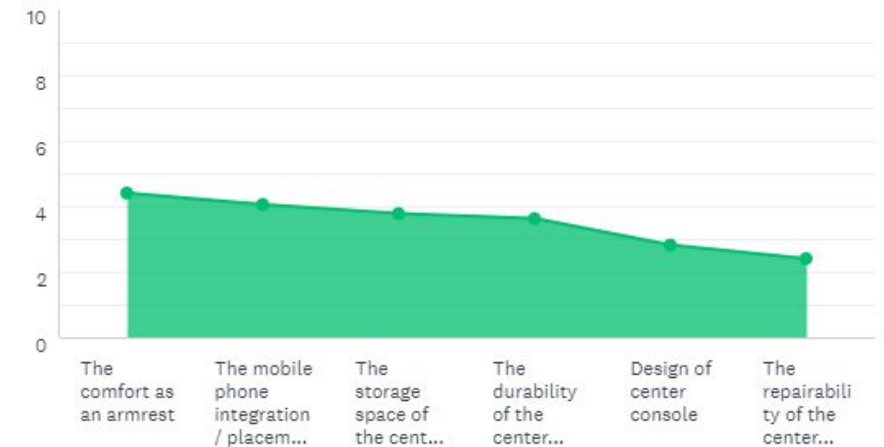
Answered: 11,643 Skipped: 4,770



Nur ReserviererInnen

Please rank the following statements from "most important" to "unimportant":

Answered: 6,136 Skipped: 1,571



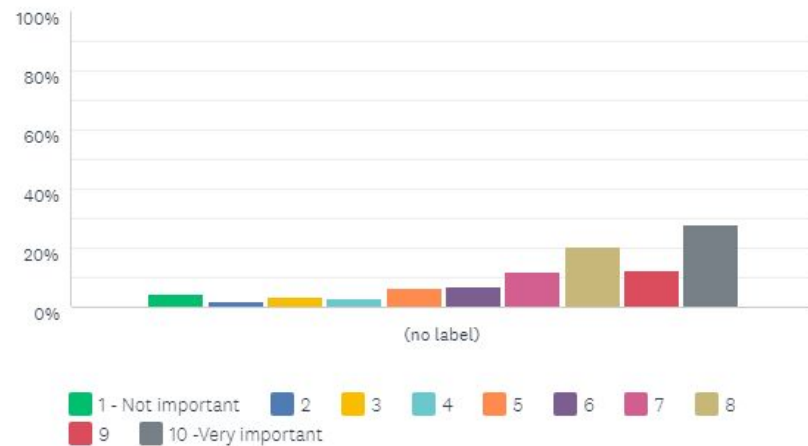
**BEQUEME MITTELKONSOLE**

# Durchschnittlich gewichtet 7 von 10.

## Gesamte Community

How important is that the center console is comfortable for your arm?

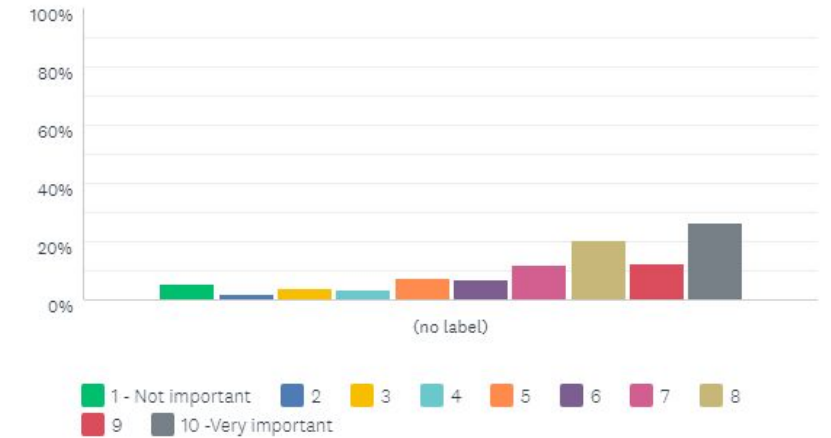
Answered: 11,917 Skipped: 4,496



## Nur ReserviererInnen

How important is that the center console is comfortable for your arm?

Answered: 6,267 Skipped: 1,440

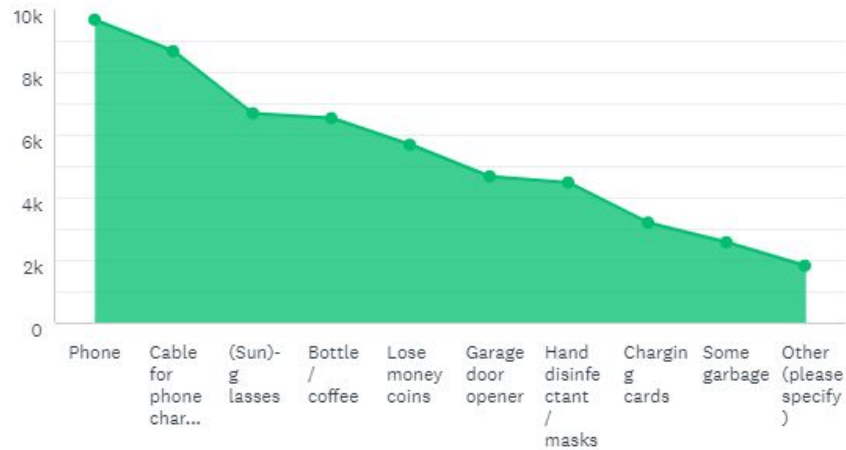


# Am wichtigsten: Telefon, Telefonkabel, Sonnenbrille.

Gesamte Community

What will you definitely store in the center console of your car?

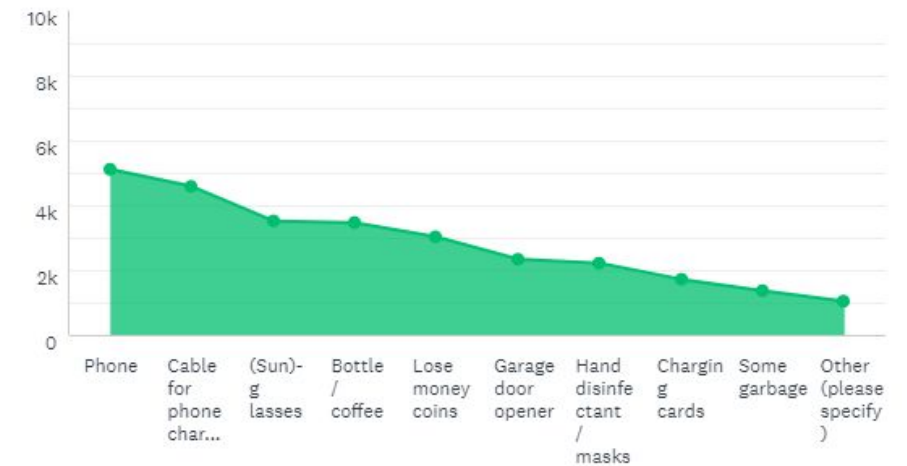
Answered: 11,993 Skipped: 4,420



Nur ReserviererInnen

What will you definitely store in the center console of your car?

Answered: 6,306 Skipped: 1,401



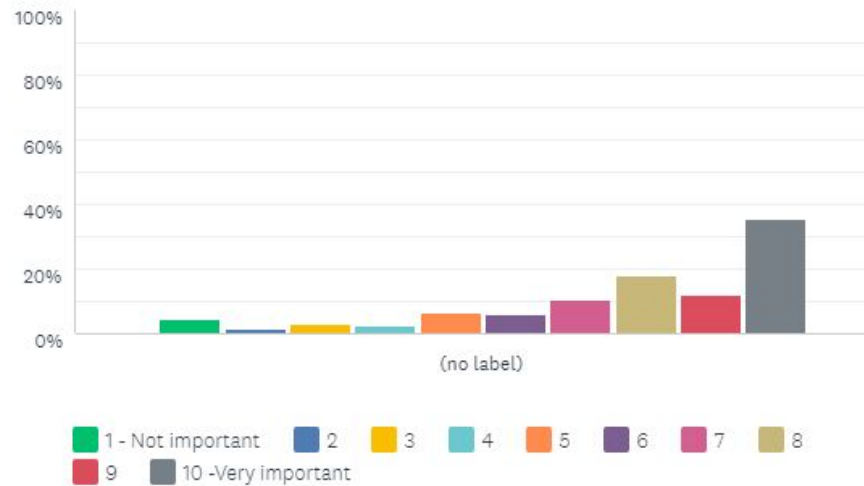
## SMARTPHONE INTEGRATION

# Durchschnittlich gewichtet 8 von 10.

### Gesamte Community

How important is phone integration for you?

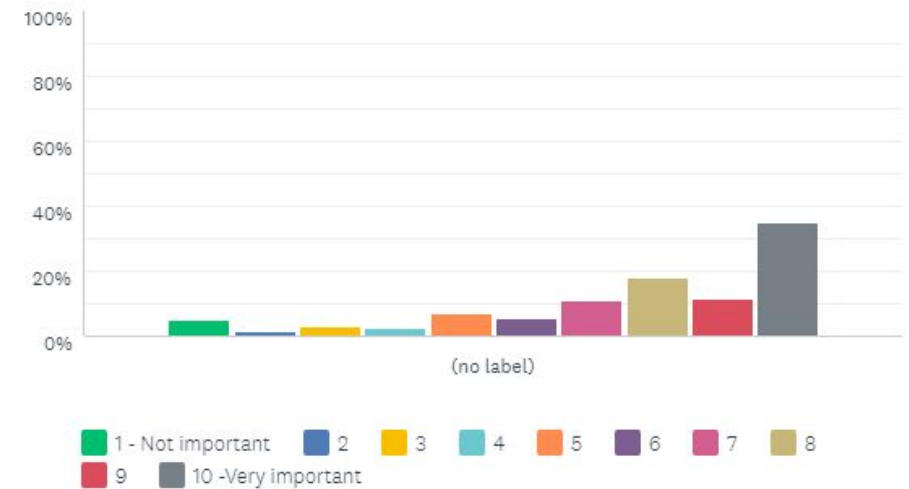
Answered: 11,980 Skipped: 4,433



### Nur ReserviererInnen

How important is phone integration for you?

Answered: 6,291 Skipped: 1,416



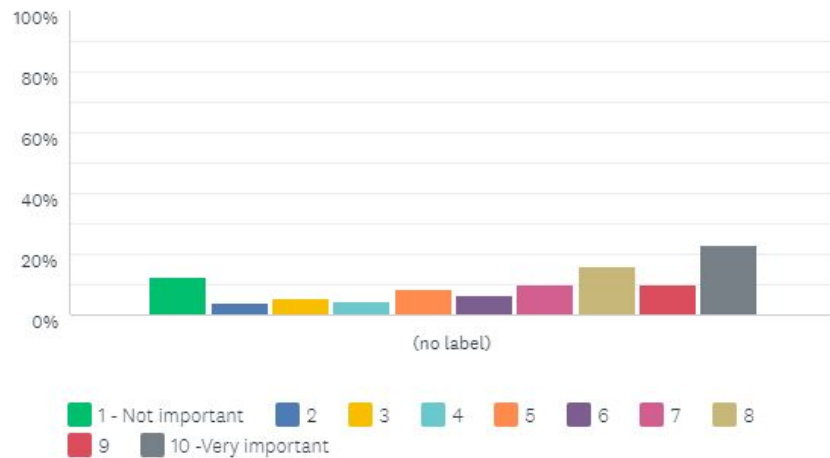
SMARTPHONE INTEGRATION

Durchschnittlich gewichtet 7 von 10.

Gesamte Community

How important is it for you to see your phone screen while driving (e.g. navigating via phone)?

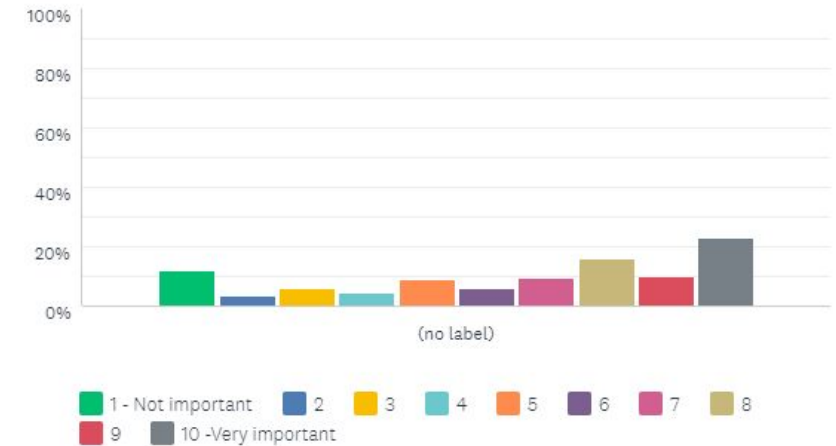
Answered: 11,987 Skipped: 4,426



Nur ReserviererInnen

How important is it for you to see your phone screen while driving (e.g. navigating via phone)?

Answered: 6,295 Skipped: 1,412





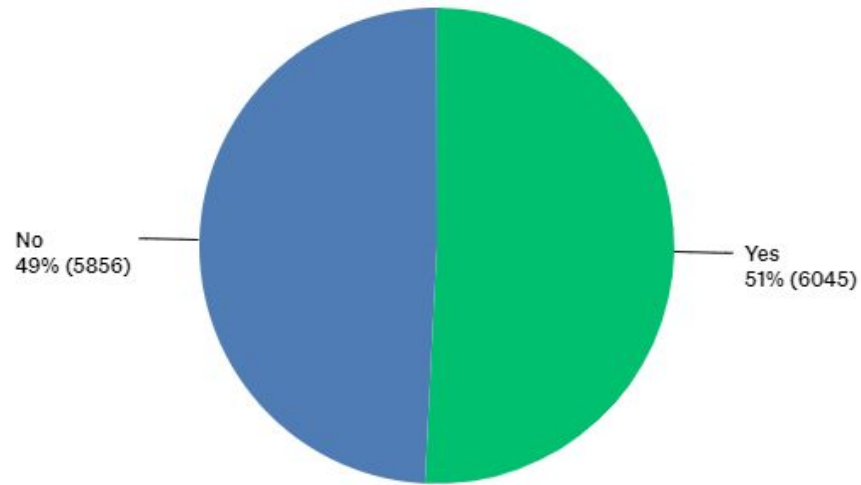
# ANDROID AUTO / APPLE CARPLAY

## 51 % würden Android Auto / Apple Carplay nutzen.

Gesamte Community

Do you use Android Auto / Apple Carplay?

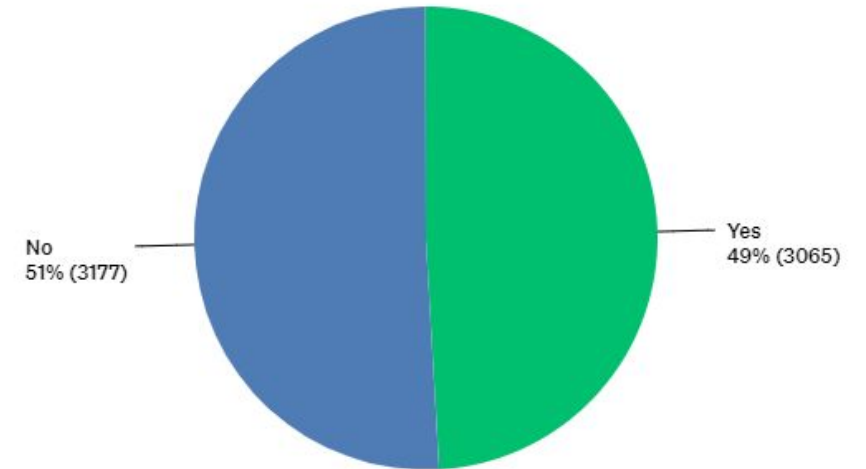
Answered: 11,901 Skipped: 4,512



Nur ReserviererInnen

Do you use Android Auto / Apple Carplay?

Answered: 6,242 Skipped: 1,465



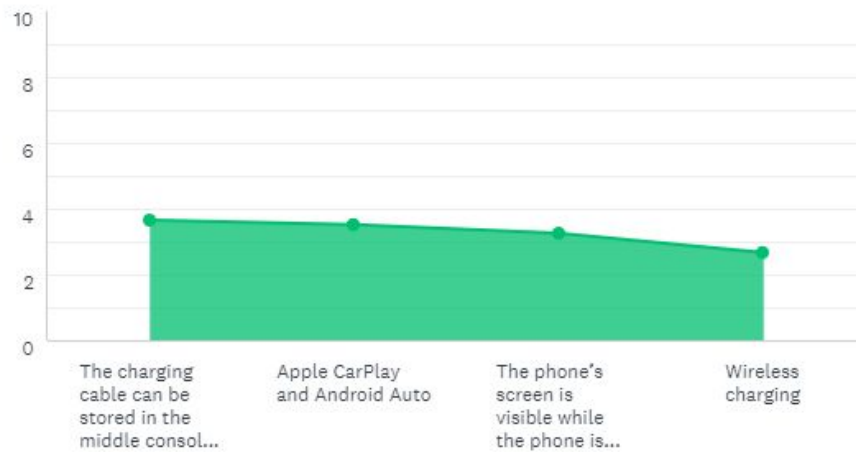
## SMARTPHONE INTEGRATION RANKING

## Am wichtigsten: Aufbewahrung des Ladekabels.

## Gesamte Community

How important do you rate the following items?

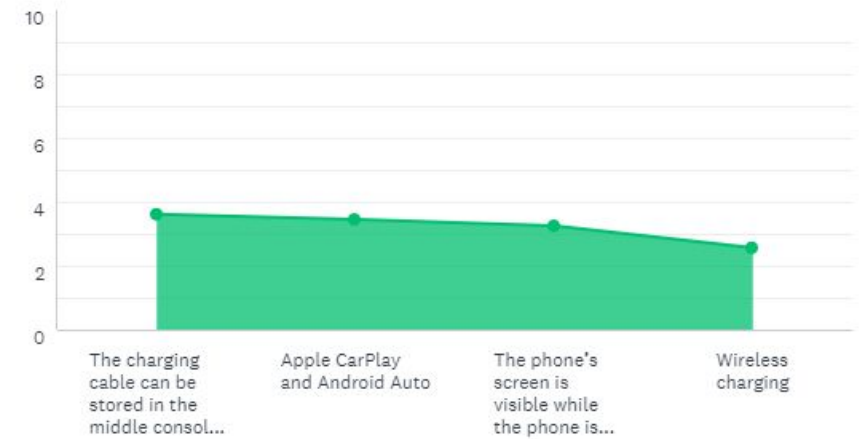
Answered: 11,990 Skipped: 4,423



## Nur ReserviererInnen

How important do you rate the following items?

Answered: 6,301 Skipped: 1,406

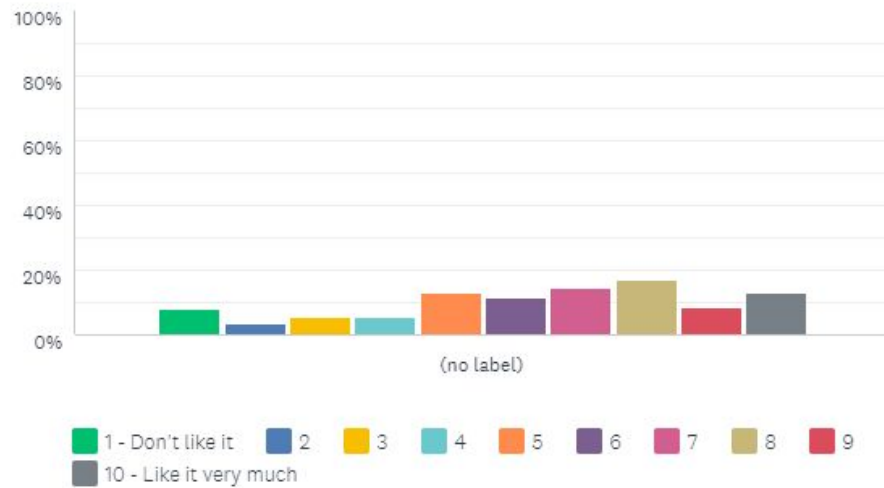


# Durchschnittlich gewichtet 6 von 10.

## Gesamte Community

How do you like the decorative trim?

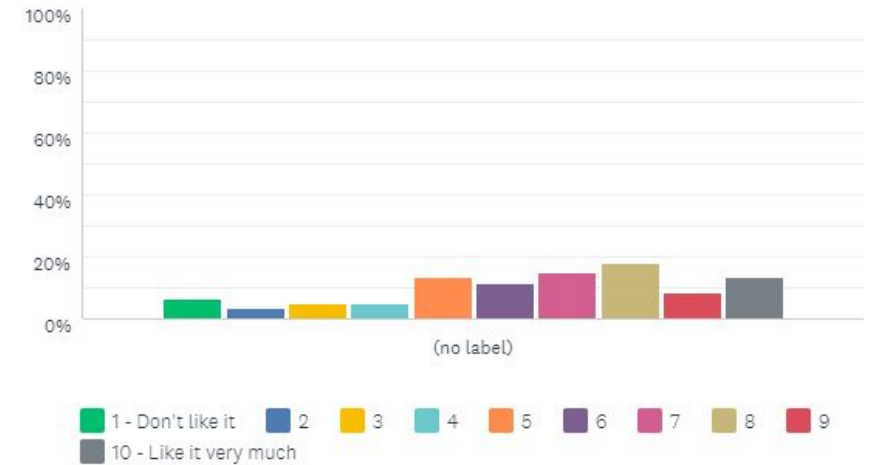
Answered: 11,779 Skipped: 4,634



## Nur ReserviererInnen

How do you like the decorative trim?

Answered: 6,168 Skipped: 1,539



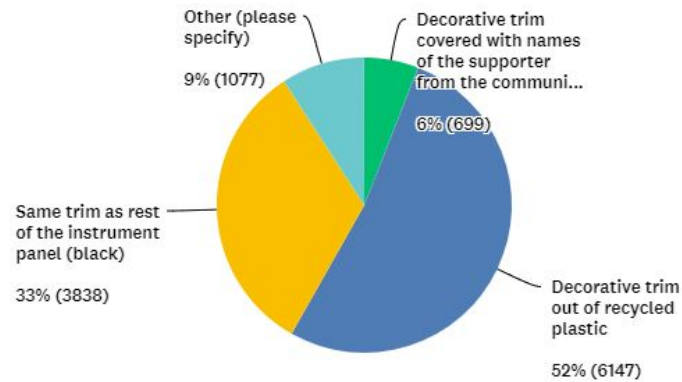
# ZIERLEISTE

## 52% würden sich für recycelten Kunststoff und grau entscheiden.

### Gesamte Community

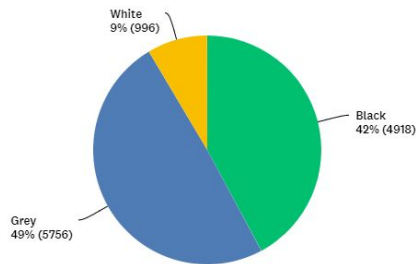
What would you choose?

Answered: 11,761 Skipped: 4,652



What color of decorative trim would you prefer?

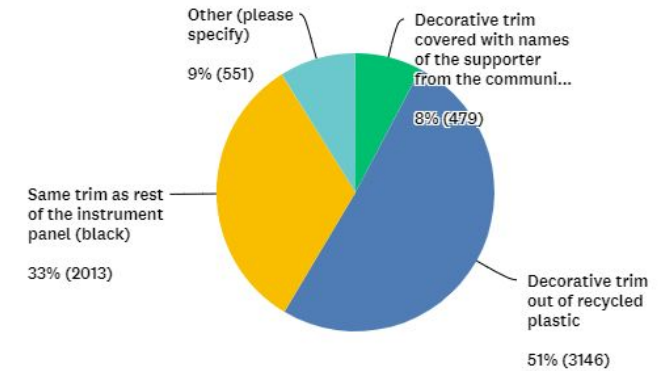
Answered: 11,670 Skipped: 4,743



### Nur ReserviererInnen

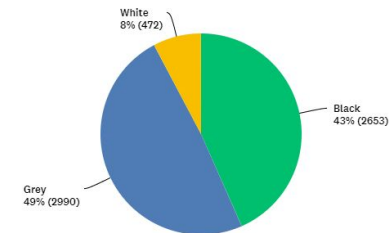
What would you choose?

Answered: 6,189 Skipped: 1,518



What color of decorative trim would you prefer?

Answered: 6,115 Skipped: 1,592



**KATEGORIE**

LADEN



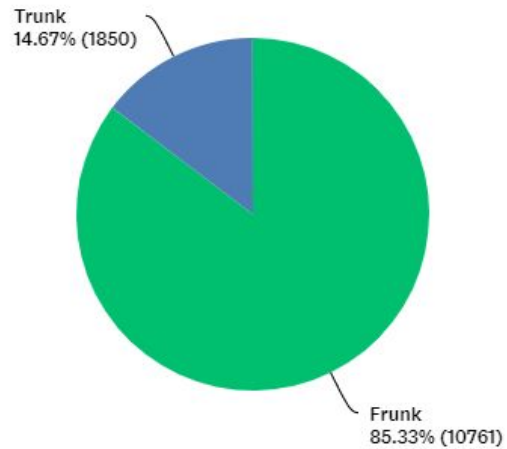
## KOFFERRAUM VS. FRUNK

# 85% würden den Frunk bevorzugen.

### Gesamte Community

Would you store your charging cable in the frunk or in the trunk?

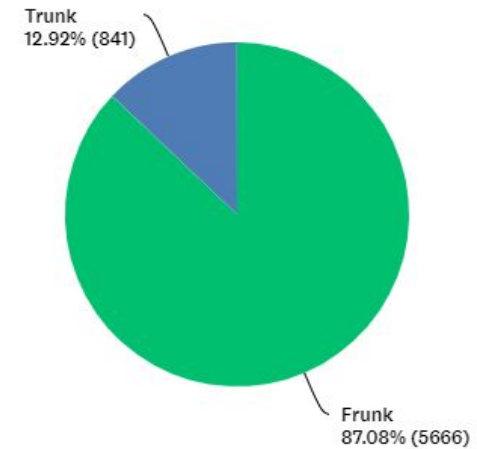
Answered: 12,611 Skipped: 3,802



### Nur ReserviererInnen

Would you store your charging cable in the frunk or in the trunk?

Answered: 6,507 Skipped: 1,200



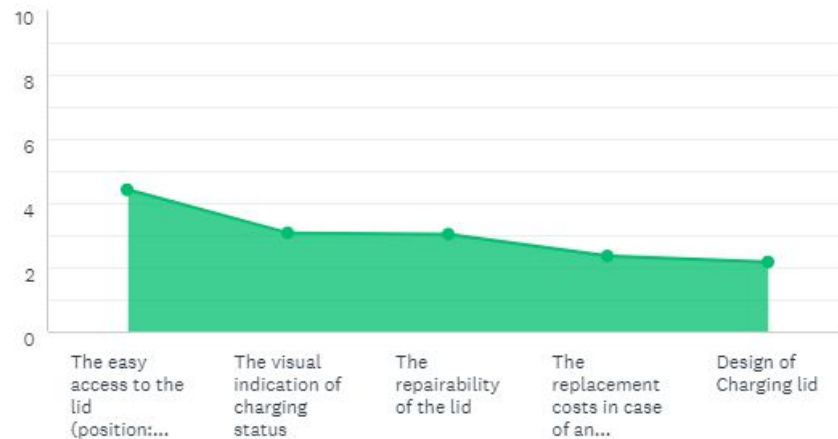
## LADEKLAPPE RANKING

Am wichtigsten: Leicht zu erreichen und visueller Ladestatus.

### Gesamte Community

Please rank the following statements from "most important" to "unimportant":

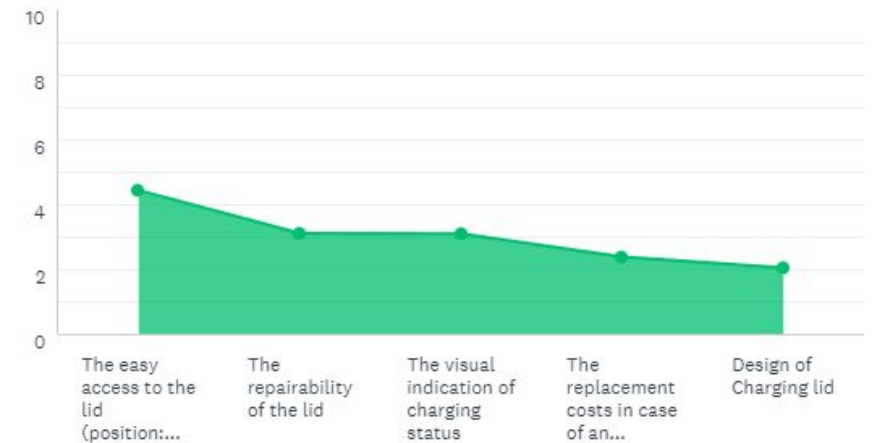
Answered: 12,293 Skipped: 4,120



### Nur ReserviererInnen

Please rank the following statements from "most important" to "unimportant":

Answered: 6,377 Skipped: 1,330



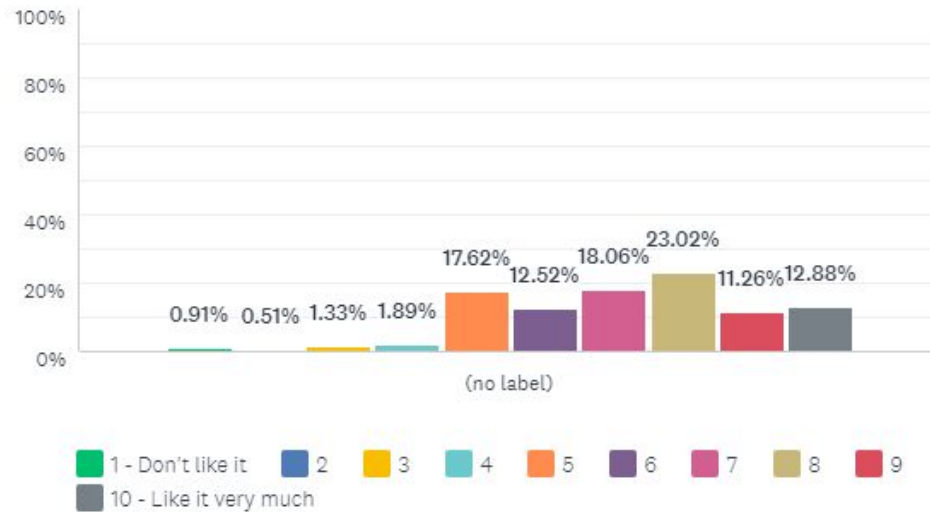
## ÖFFNUNG DER LADEKLAPPE

Durchschnittlich gewichtet 7 von 10.

### Gesamte Community

How do you like the opening of the charging lid?

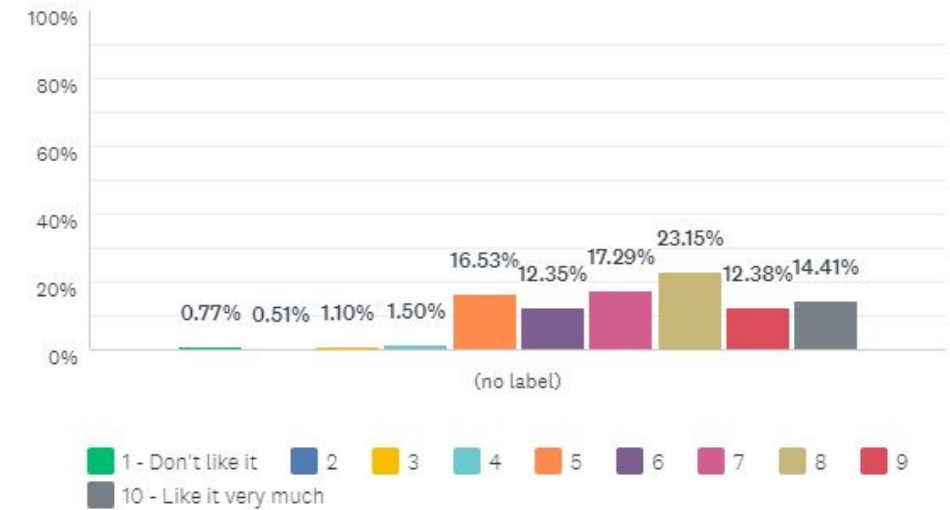
Answered: 11,831 Skipped: 4,582



### Nur ReserviererInnen

How do you like the opening of the charging lid?

Answered: 6,066 Skipped: 1,641





# SCHNELLADEN

## Durchschnittlich gewichtet 7 von 10.

### Gesamte Community

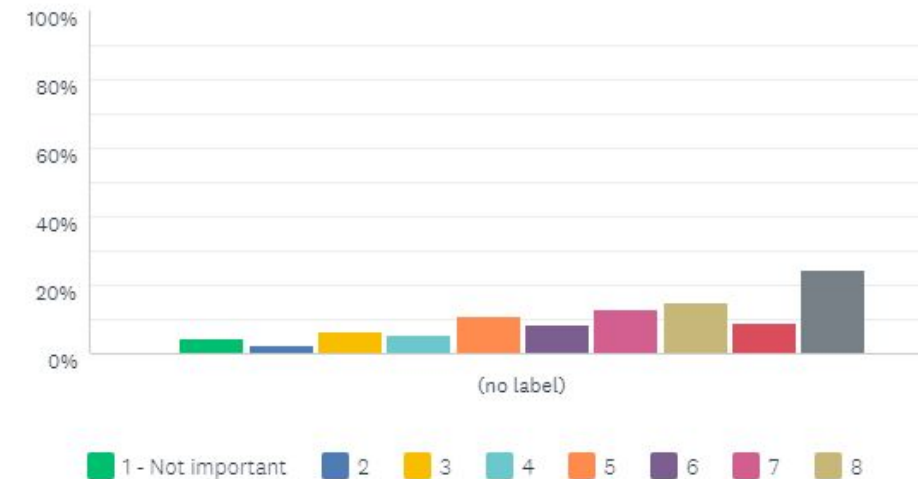
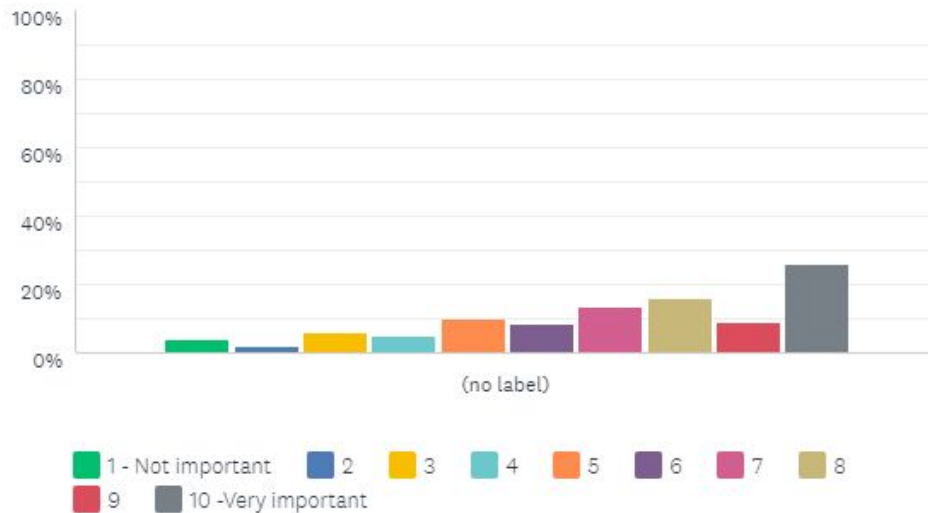
### Nur ReserviererInnen

How important is fast charging for you (50-100 kW)?

How important is fast charging for you (50-100 kW)?

Answered: 12,579 Skipped: 3,834

Answered: 6,511 Skipped: 1,196



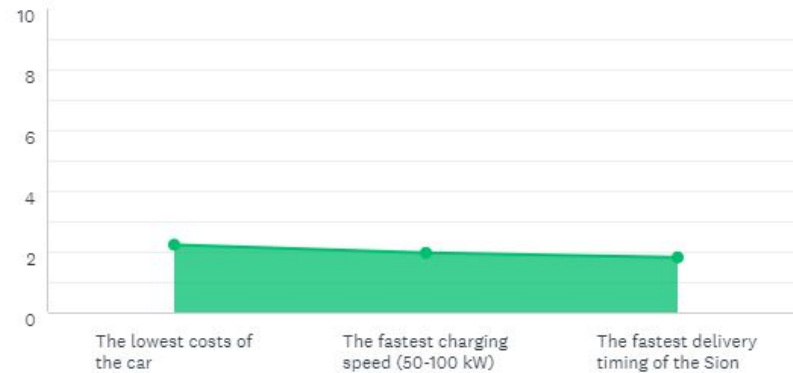
## SCHNELLADEN RANKING

# Am wichtigsten: Niedrige Kosten.

### Gesamte Community

Please rank the following statements from "most important" to "unimportant":

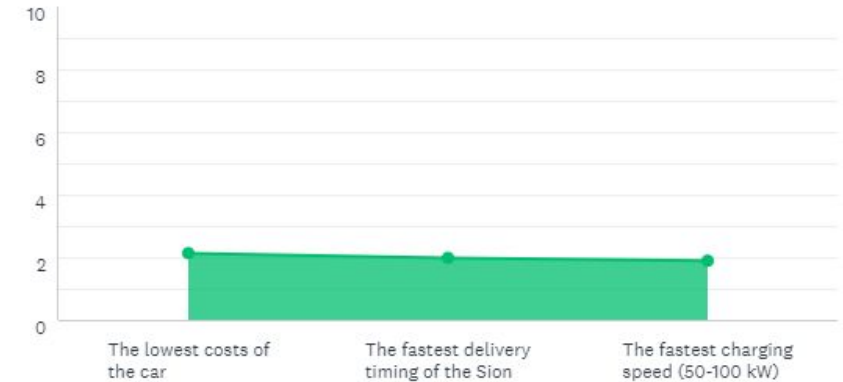
Answered: 11,956 Skipped: 4,457



### Nur ReserviererInnen

Please rank the following statements from "most important" to "unimportant":

Answered: 6,179 Skipped: 1,528



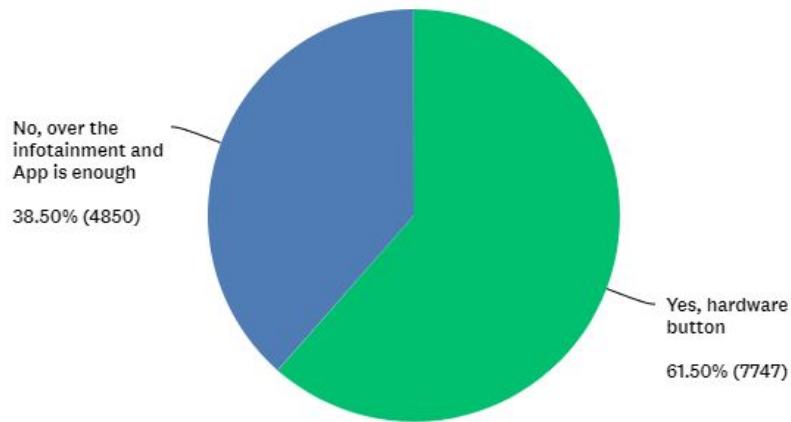
# KOFFERRAUM VS. FRUNK

## 60% für Hardware-Knopf für das Öffnen der Ladekappe.

Gesamte Community

Would you like a hardware button in the interior to open charging lid?

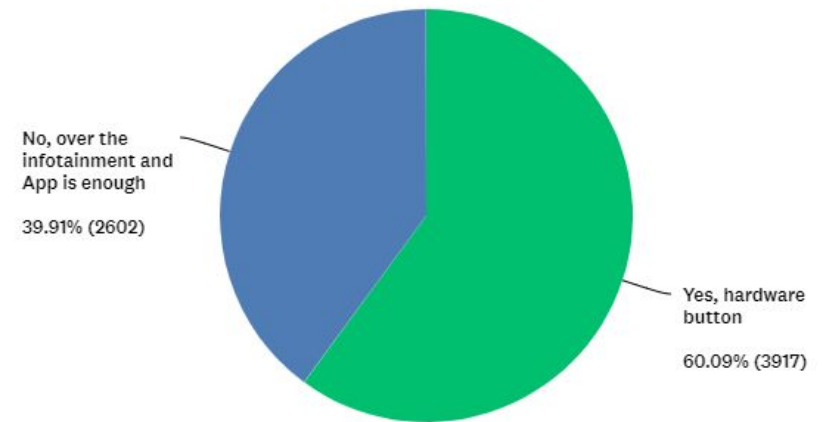
Answered: 12,597 Skipped: 3,816



Nur ReserviererInnen

Would you like a hardware button in the interior to open charging lid?

Answered: 6,519 Skipped: 1,188

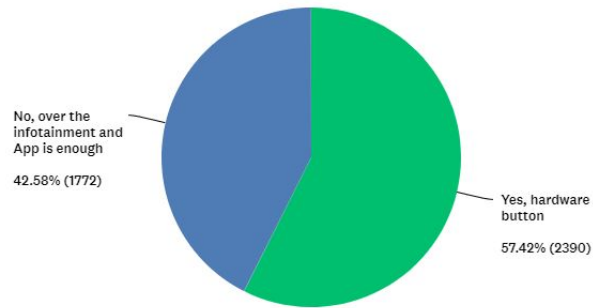


# ERFAHRUNG MIT ELEKTROAUTOS

## Personen die bereits +2.000km Fahrerfahrung mit Elektroautos haben.

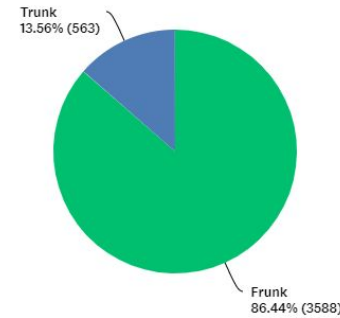
Would you like a hardware button in the interior to open charging lid?

Answered: 4,162 Skipped: 40



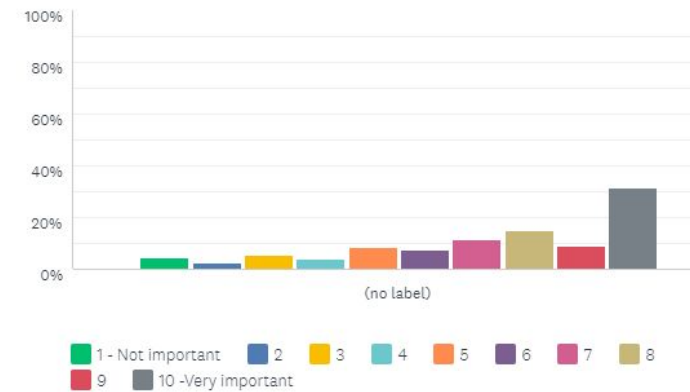
Would you store your charging cable in the frunk or in the trunk?

Answered: 4,151 Skipped: 51



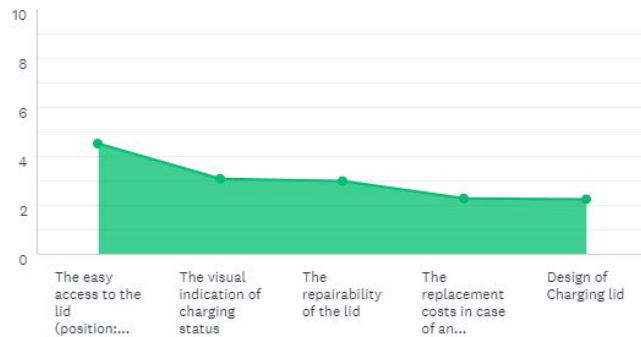
How important is fast charging for you (50-100 kW)?

Answered: 4,146 Skipped: 56



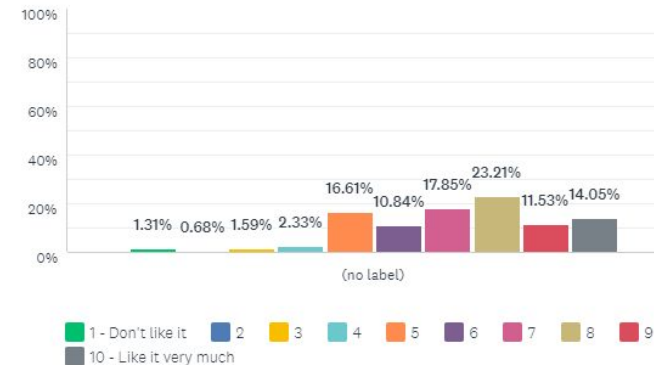
Please rank the following statements from "most important" to "unimportant":

Answered: 4,053 Skipped: 149



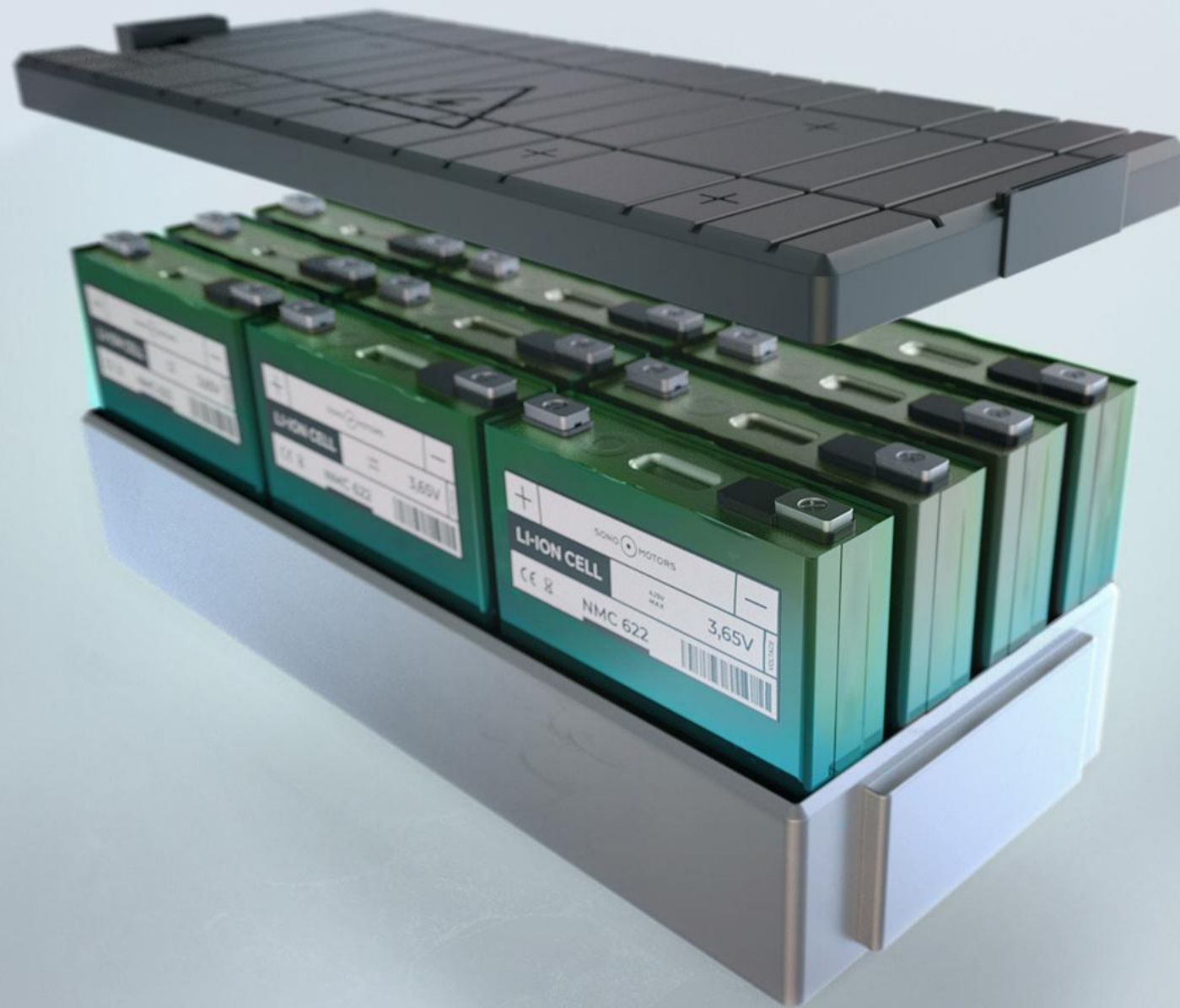
How do you like the opening of the charging lid?

Answered: 3,956 Skipped: 246



**KATEGORIE**

BATTERIE



## REICHWEITE (BATTERIE)

# Klarer Trend für 300+ km und 85% sind bereit mehr dafür zu bezahlen.

### Gesamte Community

What would be the ideal range of the Sion for you?

Answered: 14,529 Skipped: 1,883



### Nur ReserviererInnen

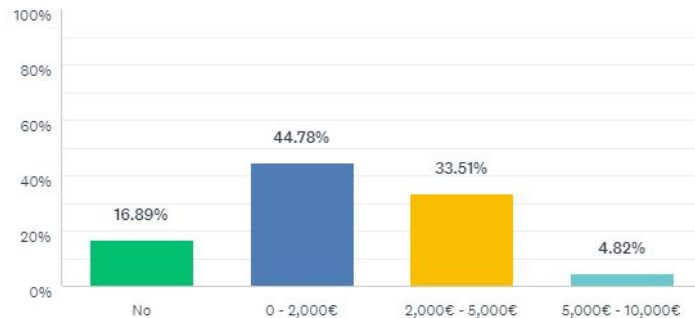
What would be the ideal range of the Sion for you?

Answered: 7,144 Skipped: 563



Would you be willing to pay more for a higher battery range?

Answered: 14,522 Skipped: 1,890



**KATEGORIE**

GENERELL



SHARING

Vertrauen, Versicherung und dringender Bedarf an einem Auto sind die Hauptgründe gegen Sharing.

Gesamte Community

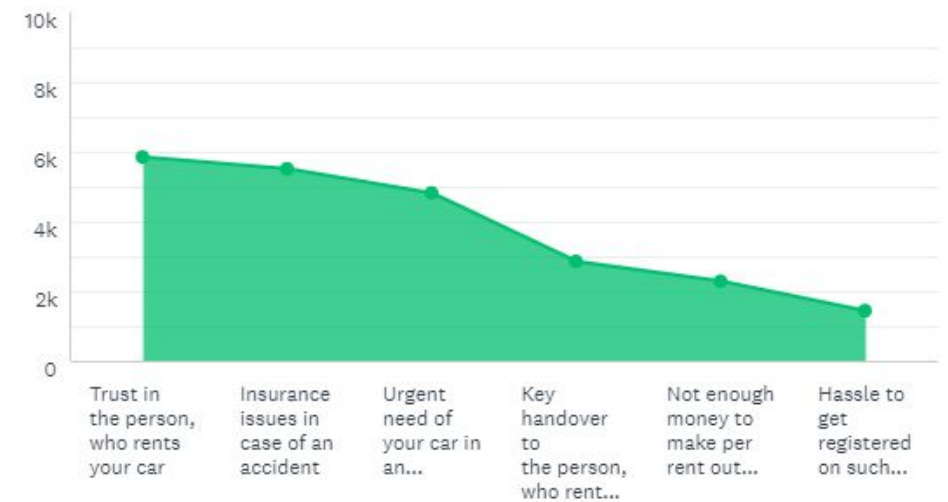
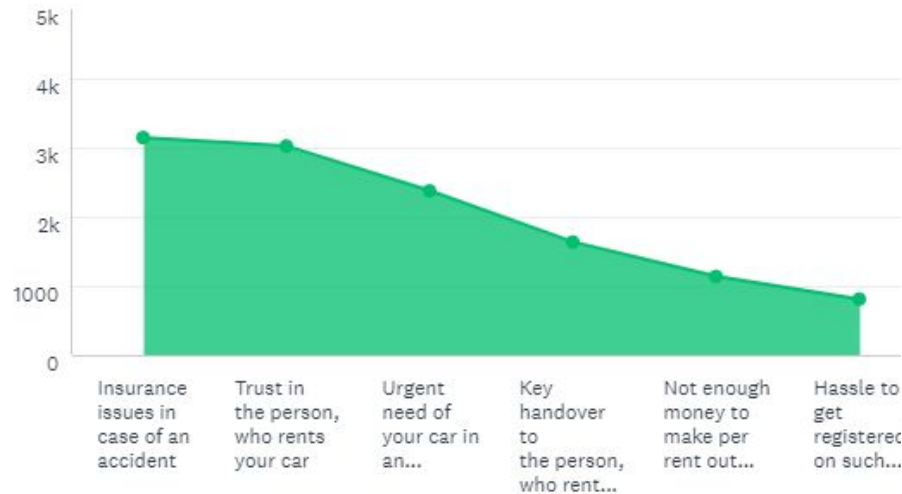
Nur ReserviererInnen

What is the reason you do not already share your car?

What is the reason you do not already share your car?

Answered: 5,324 Skipped: 2,383

Answered: 10,190 Skipped: 6,223





**oligo** 2018  
preisträger deutscher mobilitätspreis

**N** FUTURE 50



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