



Vayyar Automotive In-Cabin Safety Survey Report February 2022

Executive Summary

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In-cabin safety is emerging as a top priority for motorists around the world. The survey results demonstrate that consumer perspectives around in-car safety features have shifted from “nice to have,” to must-have. Across all geos surveyed, drivers no longer see passenger safety as a collection of discrete features, but rather as a holistic system designed to provide the utmost protection.

The survey responses indicate that price and safety are the top factors affecting purchase decisions. When asked about their top considerations when buying or leasing a car, survey respondents cited safety as a top three factor across the board, regardless of household income.

Almost two thirds of respondents from all countries stated that they would pay extra for enhanced in-cabin safety features, rising to 70% for those with young children or grandchildren.

Meanwhile, 84% of respondents feel that in-cabin safety is significantly less developed than ADAS, despite affordable technologies being available for passenger protection.

Respondents from every market also noted that they would be more likely to purchase a vehicle with improved in-cabin safety features such as smart airbags, Child Presence Detection, and enhanced Seat Belt Reminders.

They feel that Child Presence Detection technology significantly affects purchasing decisions. A clear majority stated that CPD systems should come as standard in new cars to prevent ‘hot car’ incidents, with many saying they would be more likely to consider a car that comes with this lifesaving feature.