Generational Change

Trust in automation technology is very much age dependent, as younger consumers have a notably higher level of confidence in the technology than their older counterparts, according to the J.D. Power 2016 U.S. Tech Choice Study, released in April. Trust in automation technology is a critical step toward the future of automated vehicles.

The study finds that customers are most interested in a number of automotive technology features that make use of the underpinnings of fully automated vehicles, such as radar, sensors, light detection and ranging (LiDAR) and cameras. Features with high consumer interest include smart headlights, night vision, lane change assist, traffic jam assist, medical emergency stop, smart intersection and predictive vehicle control.

However, when it comes to making the leap to fully automated cars, trust in the technology is directly linked to the age of the consumer. More than half of Gen Y [1] (56%) and Gen Z (55%) vehicle owners say they trust self-driving technology, compared with 41% of Gen X, 23% of Baby Boomers and 18% of Pre-Boomers. The one view all generations share is a concern for technology security, specifically regarding privacy and the potential for systems to be hacked, hijacked or to crash (either the vehicle or the system itself).

“The level of trust is directly linked to the level of interest in a new technology among automobile buyers,” said Kristin Kolodge, executive director of driver interaction & HMI research at J.D. Power. “Acceptance can be increased with exposure over time and experience with automated technologies. But trust is fragile and can be broken if there is an excessive number of incidents with automated vehicles.”

Here are some additional findings in the 2016 U.S. Tech Choice Study:

- **Safety, Not Sticker Shock:** When shown the fair market value for the technologies, two of the four safety-related technologies on the top 10 list—night vision ($2,000) and lane change assist ($1,500)—fall out of the top 10, while camera rear-view mirror ($300) and camera side-view mirrors ($400) remain. The most desired features after the price is shown are economy navigation system ($60); simple wireless device connection ($60); camera rear-view mirror ($300); smart parking ($100); and predictive traffic ($150).

- **Night Vision — The Right Tech at the Wrong Price:** Night vision has the third-highest pre-price interest, with 70% of vehicle owners saying they “definitely would” or “probably would” want the technology in their next vehicle, yet drops to 23rd overall after owners are shown its $2,000 price tag. However, interest in night vision jumps to 36% from 16% when the price for this technology is reduced to $1,400.

For more information about J.D. Power automotive research studies, visit www.jdpower.com/industry/automotive.
You Are What You Eat

Pete and Harry were talking one day. “My wife asked me to buy ORGANIC vegetables from the market garden,” said Pete.

“So were you able to find some?” Harry asked.

“Well when I got to the market, I asked the gardener, ‘These vegetables are for my wife. Have they been sprayed with any poisonous chemicals?’”

“The gardener answered: ‘No, you’ll have to do that yourself.’”

Rich Diet

One afternoon a rich man was riding in his limousine when he saw two men along the roadside eating grass. Disturbed, he ordered his driver to stop, and he got out to investigate.

He asked one man, “Why are you eating grass?”

“We don’t have any money for food,” the poor man replied. “We have to eat grass.”

“Well, then, you can come with me to my house and I’ll feed you,” the rich man said.

“But, sir, I have a wife and two children with me. They are over there, under that tree.”

“Bring them along,” the rich man replied. Turning to the other poor man he announced, “You come with us also.”

The second man, in a pitiful voice then said, “But sir, I also have a wife and six children with me.”

“Bring them as well,” the rich fellow answered.

They all climb in the car, which was no easy task, even for a car as large as the limousine. Once underway, one of the poor fellows turned to the rich gent and said, “Sir, you are too kind. Thank you for taking all of us with you.”

The rich man replied, “Glad to do it. You’ll really love my place. The grass is almost a foot high.”

Assembly Required

A gynecologist overcome with spring restlessness and wanting less responsibility, decided a career change was in order.

After some serious thought, he decided that being an engine mechanic, something he had once enjoyed prior to college, would be a good choice.

However, it had been a long time since he had tinkered with an engine and he knew that in order to compete with the younger workforce, he would have to go to school.

He enrolled in a technical institute that specialized in teaching auto mechanics. He aced the course, but the final exam required each student to completely strip and reassemble an engine. It was with some trepidation that he took the test. At completion, he turned the engine over to his instructors for evaluation and awaited his final grade.

When they were handed out, he did a double take at the 150% grade he received. Rather confused, he asked his instructors how it was possible to have a grade like this. “It is really quite simple,” they said. “We gave you 50% for correctly disassembling the engine, 50% for correctly reassembling it, and an additional 50% for doing it all through the muffler.”

- Spring is Nature’s way of saying “Let’s party!”
  *Robin Williams*

- In the spring I have counted one hundred and thirty-six different kinds of weather inside of four and twenty hours.
  *Mark Twain*