

# ***Awareness and utilization of the Autopilot***

***Tesla Survey***






***Presentation of results: Customer survey***

For  
**Tesla**  
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By  
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# Study arrangement

	<b>Sample structure</b>	<b>Total:</b> n=675 (German Tesla owners)
	<b>Survey method</b>	<u>Approach</u> - Online interviews
	<b>Survey period</b>	4 November 2016 – 8 November 2016
	<b>Interview duration</b>	3 minutes approximately
	<b>Institute responsible</b>	<i>puls</i> Marktforschung GmbH, Schwaig / Nuremberg

Questions	Answer: Yes
<i>(1) Have you ever used Autopilot before?</i>	99 %
<i>(2) Are you familiar with the car warnings that Tesla provides about how Autopilot is to be properly used?</i>	98 %
<i>(3) Are you aware that when you first enable the Autopilot, you have to do so through the Drivers Assistance section of Settings on the center screen?</i>	93 %
<i>(4) Are you aware / Do you know that after enabling Autopilot, you had to agree to an acknowledgment box which stated that Autopilot "is an assist feature that requires you to keep your hands on the steering wheel at all times" and that "similar to the autopilot function in airplanes, you need to maintain control and responsibility for your vehicle" while using Autopilot?</i>	99 %
<i>(5) Do you know that each time you activate Autopilot, a message appears on the screen behind the steering wheel stating: "Please Keep Your Hands On The Wheel; Be Prepared To Take Over At Any Time"?</i>	96 %
<i>(6) Based on these communications, have you understood that when using Autopilot, the driver is expected to maintain control of the vehicle at all times?</i>	98 %
<i>(7) Has the name "Autopilot" caused you to believe that the car is fully autonomous, meaning that it does not require the driver to be supervising the car?</i>	7 % (No : 93 %)

## *Tesla Autopilot utilization is more than well-known*

A significant majority of German Tesla customers understand the meaning and functions of the Autopilot. On the one hand they are aware of the car warnings that Tesla provides, on the other hand the customers also know that they have to keep control over their car.

Different to what is heard in the media, Tesla owners absorb the information that appears on the center screen of the car. Besides that the name „Autopilot“ did not cause the customers to believe that the car is fully autonomous.

Based on the warnings about 98% of the current Tesla owners understand to maintain control of the vehicle at all times.



**Tesla Customer survey**  
**- Awareness and utilization of the Autopilot**

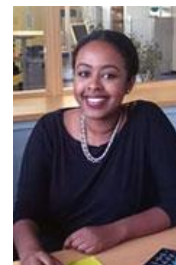


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