

J.D. Power 2023 China Intelligent Cabin Awards Focus on Intelligent Vehicle Cabin TrendsIntelligent Cabins Boast More Functions While Customer Experience Declines

Shanghai: 11 Dec. 2023 – J.D. Power and Tongji University Human-Vehicle Relationship (HVR) Lab have jointly released research insights into China’s intelligent vehicle cabins in 2023 and announced the recipients of the China Intelligent Cabin Awards (CICA) Research. The average score of the Intelligent VOC Experience Index for the highest-rated models is 7.6 (on a 10-point scale), down 0.5 points from 8.1 in 2022.

This year marks the second consecutive year that J.D. Power and Tongji University HVR Lab have conducted research regarding China’s intelligent vehicle cabins. The research uses an Intelligent Cabin Comprehensive Index, which is comprised of three indices: Intelligent VoC (Voice of the Customer) Experience Index; C-HVR (China – Human Vehicle Relationship) Objective Evaluation Index; and the Prospect Index, was undertaken by experts from Tongji University, Shanghai Jiaotong University, China Association of Automobile Manufacturers and J.D. Power to evaluate the user experience as well as the reliability and innovation of intelligent vehicle cabins.

The C-HVR Objective Evaluation Index indicates that the interactive path design of the highest-rated models performs well, as common tasks can be completed in an average of 1.9 steps on the center console screen, which is a reduction of 0.8 steps below industry average in 2022. When interactive tasks are performed, the standard deviation of average lane departure is 0.21 m and the average speed change is 2.99 km/h, both of which are better than the industry level.

The research also shows that some functions require drivers to look at the screen for a long time, which causes notable visual distraction; automakers should consider restriction of using such functions while the user is driving. Additionally, in the early stages of intelligent cabin design, automakers need to screen for functions that create potentially high visual distraction risks. Increasingly rich intelligent cabin functions must always be based on driving safety.

“Our original intention of organizing CICA is to identify the representative intelligent vehicle cabins in the industry and assist the industry to develop higher standards,” **said Jun Su, president of J.D. Power China.** “Vehicle cabins have changed from a simple driving space to a multi-functional space integrating entertainment, safety and comfort for various usage scenarios. Many automakers and their ecological partners are thinking about how to perfectly integrate intelligent technology and driving experience with more economical investments while also keeping safety in mind.”

Following are key findings of the 2023 study:

- **Harmonious integration of screen and interior styling:** Increasingly more manufacturers equip the cabin with a 15- to 16-inch control screen so that the design is almost same. In the future intelligent cockpit, automakers should consider the relationship between the screen and the interior shape more often, so that the screen will become the more harmonious with the interior while ensuring the compatibility of the interactive system.
- **Slidable central screen has become a new trend in intelligent cabin design:** From the perspective of user experience, a removable center screen provides the same user experience as a traditional

passenger screen in terms of use and experience. In the future, manufacturers should consider newer, more flexible hardware design.

- **Head-Up Display (HUD) will give the intelligent cabin more new functions:** The wide use of HUD technology will greatly reduce the size of the instrument cluster or even eliminate it. In addition, HUD functions will be further expanded, such as night-time enhancement display, real-time Point-of-Interest (POI) display and video mirroring.
- **Artificial Intelligence Generative Content (AIGC) technology expands new scenarios for intelligent cabins:** AIGC is reshaping the way drivers in China interact with vehicles. By comprehensively analyzing users' behavioral habits, historical preferences and real-time traffic conditions, AIGC can provide customized travel suggestions. AIGC can also instantly understand and respond to driver needs, quickly analyze the driver's intentions and provide corresponding services.

China Intelligent Cabin Awards

Buick Electra E5; Deepal S7; GAC Aion Hyper GT; GAC Trumpchi E9; Li Auto L7; Lotus ELETRE; Lynk & Co 08 EM-P; NETA S; NIO ES6; Roewe D7; WEY Blue Mountain DHT-PHEV; XPeng G6; and ZEEKR X.

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Awinic; Banma; ECARX; FORVIA; New Vision; Petal Maps; SenseAuto; and Yanfeng.

The study includes 110 models from 76 different brands and was fielded from July through October 2023 in Shanghai, China.

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NOTE: Two charts follow.

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Source: J.D. Power 2023 China Intelligent Cabin Research

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