



CITROËN
OUR LIVES INSIDE OUR CARS

CARS ...

There has always been much talk about their performance, their engines, their beauty, their body shapes or even their technological innovations, which are constantly becoming more sophisticated. But have we ever truly been interested in what is happening inside a car? What we do in it, what we experience in it, how we live in it.

Not really. This is why Citroën, a brand imprinted in the heart of millions of motorists, recognised for the comfort it offers to its clients and committed within the PSA group in defining tomorrow's motoring, wanted to mark its difference on the subject.

Citroën has therefore conducted an exclusive study with CSA Research in seven European countries* on the relationship between Europeans and cars: how much time do we spend in a car? How many times do we make love in it? How many times do we have to repeat "we'll be there soon"? How many times do we argue in it? How many times do we clear our mind in it? How many times do we laugh hysterically? Etc.

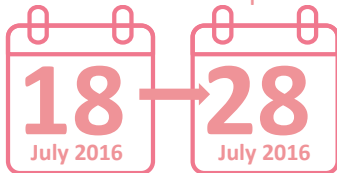
Citroën lets you discover in this file everything Germans do in a car over the course of their life!

*Study carried out July-August 2016 on samples of around 500 people aged 15 years and above in seven countries in Europe: France, Germany, Italy, Poland, Portugal, Spain, United Kingdom.

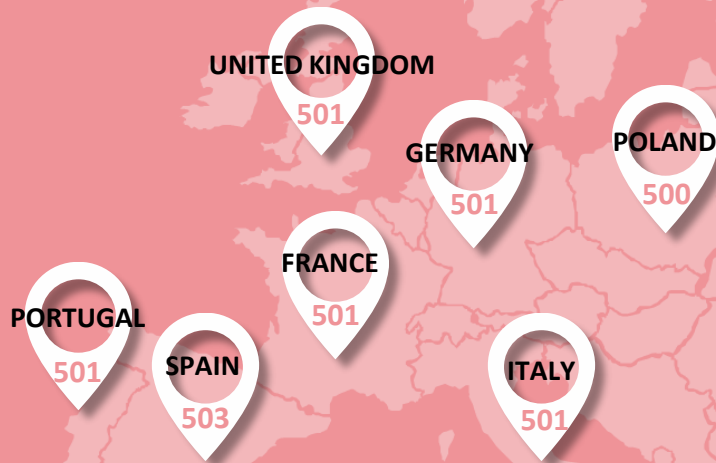


A SAMPLE OF ABOUT 500 PEOPLE AGED 15 AND UP
IN EACH OF THE 7 EUROPEAN COUNTRIES SELECTED FOR THE SURVEY

Questionnaire self-administered
online in a sample



and Poland

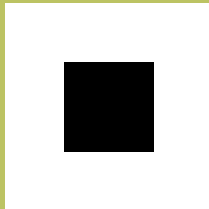


**THE RESULTS
COUNTRY
BY COUNTRY**

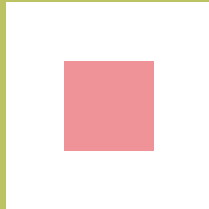
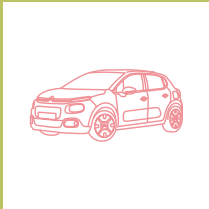
**THE "EUROPE"
RESULTS,**

obtained using the results
of each country, weighted
in terms of its population.

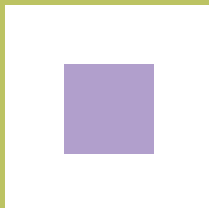
METHODOLOGY



GERMANY RESULTS OVERALL : DRIVERS AND PASSENGERS



GERMANY RESULTS OF PEOPLE WHO OWN CARS



GERMANY RESULTS OF PEOPLE WHO DRIVE EVERYDAY OR NEARLY EVERYDAY

4 YEARS AND 1 MONTH
IS THE AMOUNT OF TIME THAT EUROPEANS
SPEND IN A CAR DURING THEIR LIFE.
Find the results for Germany in the following description.



OVER THE COURSE OF THEIR LIFETIME, GERMANS SPEND AN AVERAGE OF **3 YEARS AND 9 MONTHS** INSIDE A CAR

ON AVERAGE, THE NUMBER OF YEARS IN A

... SPENT DRIVING

25 693 hours

→ EQUATING TO MORE THAN 2 YEARS AND 11 MONTHS



31 577 hour

→ EQUATING TO MORE THAN 3 YEARS AND 7 MONTHS



36 154 hour

→ EQUATING TO MORE THAN 4 YEARS AND 1 MONTH

... SPENT AS A PASSENGER

3 YEARS AND 9 MONTHS INSIDE A CAR

7 757 hours

→ EQUATING TO MORE THAN 10 MONTHS



8 024 hour

→ EQUATING TO MORE THAN 10 MONTHS



7 887 hour

→ EQUATING TO MORE THAN 10 MONTHS

... SPENT IN A CAR WITH FAMILY OR FRIENDS

14 362 hours

→ EQUATING TO MORE THAN 1 YEAR AND 7 MONTHS



17 453 hour

→ EQUATING TO MORE THAN 1 YEAR AND 11 MONTHS



19 086 hour

→ EQUATING TO MORE THAN 2 YEARS AND 2 MONTHS

... SPENT IN A CAR AT NIGHT



3 631 hours

→ EQUATING TO MORE THAN 4 MONTHS



4 710 hour

→ EQUATING TO MORE THAN 6 MONTHS



4 820 hour

→ EQUATING TO MORE THAN 6 MONTHS

GERMAN

OWNS A CAR

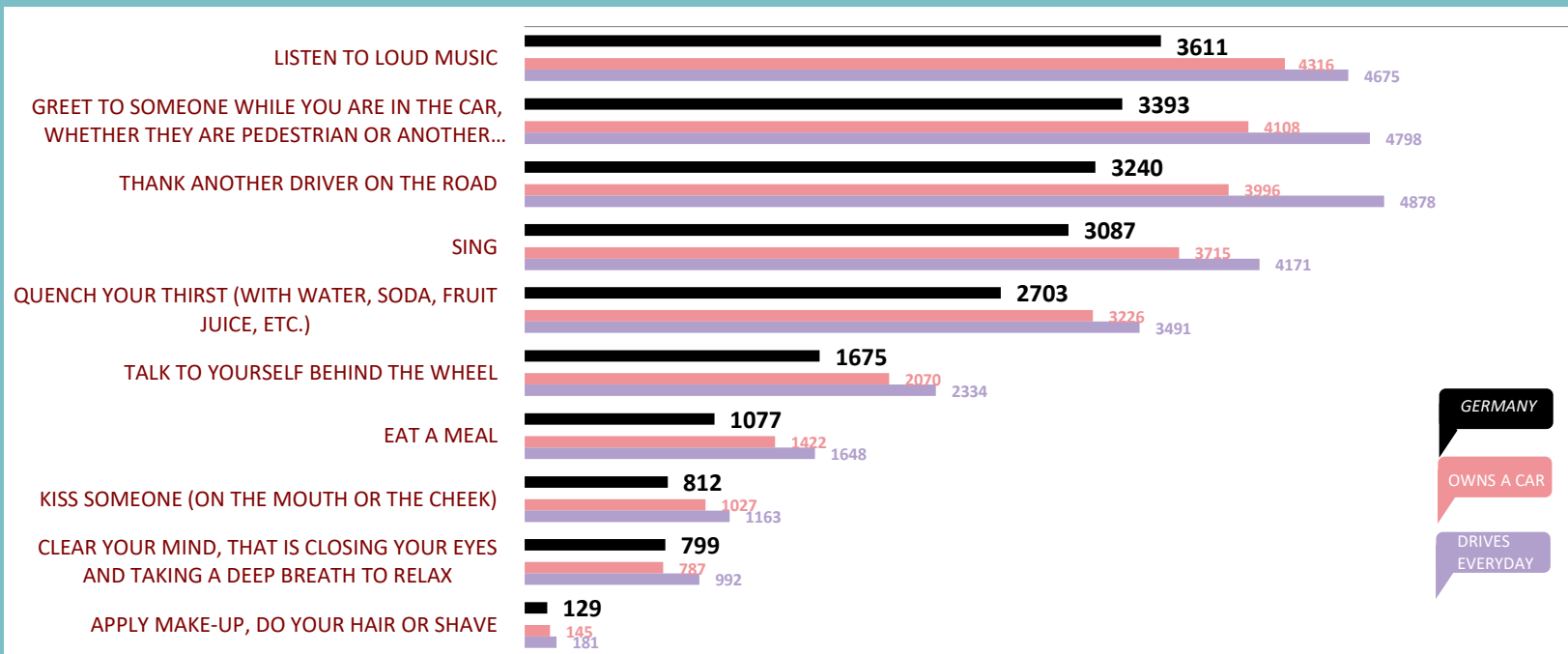
DRIVES EVERYDAY

THE GERMAN FIGURES



LISTENING TO LOUD MUSIC, GREETING SOMEONE AND THANKING ANOTHER DRIVER ON THE ROAD ARE THE THREE THINGS WE DO THE MOST IN CARS

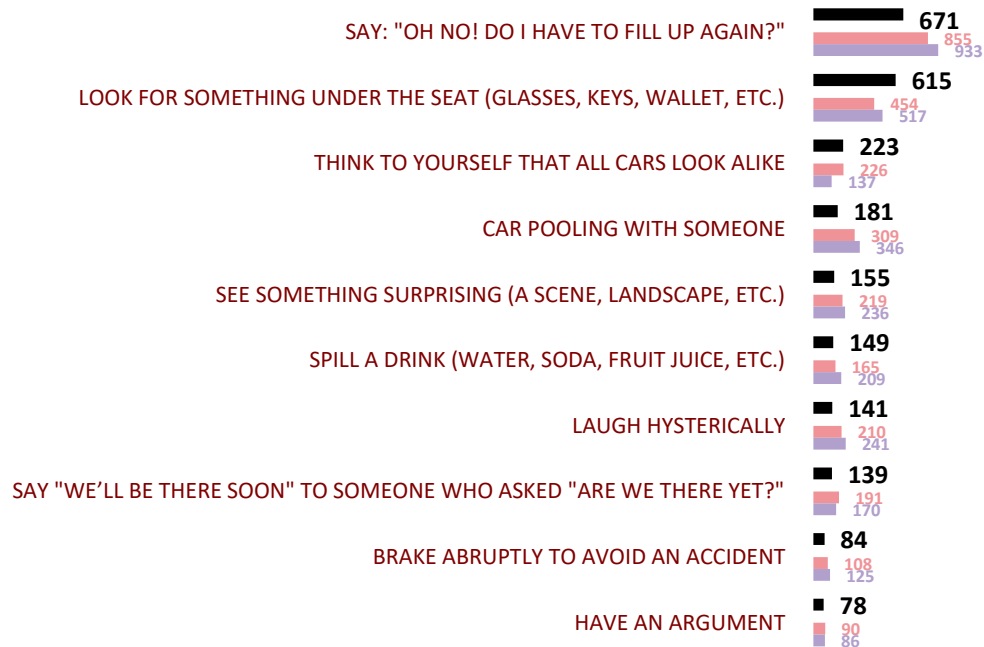
THE NUMBER OF TIMES IN A LIFETIME (1/3)





LISTENING TO LOUD MUSIC, GREETING SOMEONE AND THANKING ANOTHER DRIVER ON THE ROAD ARE THE THREE THINGS WE DO THE MOST IN CARS

THE NUMBER OF TIMES IN A LIFETIME (2/3)



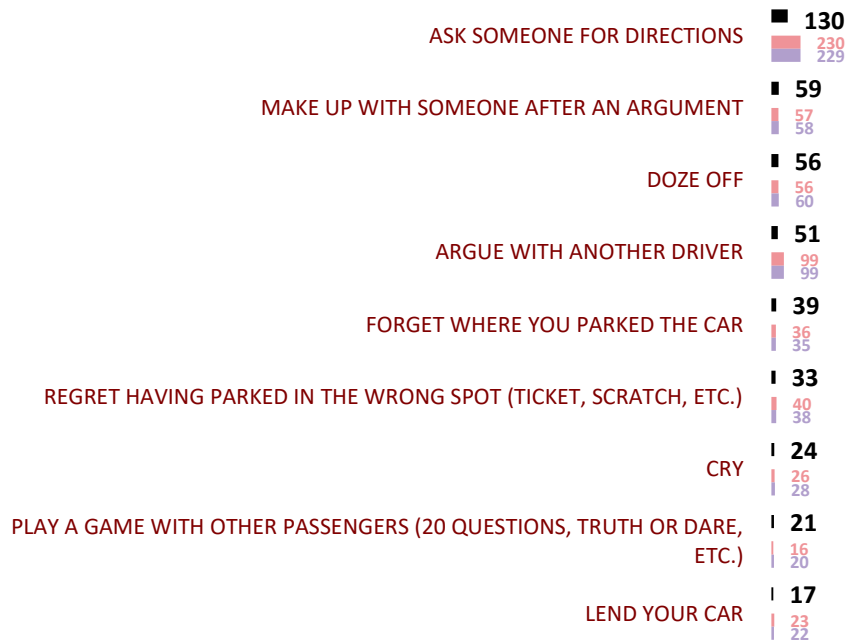
GERMAN

OWNS A CAR

DRIVES EVERYDAY



LISTENING TO LOUD MUSIC, GREETING SOMEONE AND THANKING ANOTHER DRIVER ON THE ROAD ARE THE THREE THINGS WE DO THE MOST IN CARS



GERMAN

OWNS A CAR

DRIVES
EVERYDAY



IN A CAR, THE NUMBER OF TIMES ON AVERAGE OVER THE COURSE OF A LIFETIME...

3,8	4,0	3,3	MAKE LOVE
2,9	3,3	3,4	SAY OR THINK: "THIS WILL NEVER FIT! WE NEED A BIGGER BOOT"
2,8	2,6	3,3	SAY OR THINK: "I WISH WE HAD MORE SPACE"
2,3	3,1	2,6	SAY OR THINK: "IT WOULD BE NICE TO HAVE A CONVERTIBLE CAR TO TAKE ON HOLIDAY"
2,2	2,6	3,1	WANT TO TELL YOUR MECHANIC WHAT YOU REALLY THINK (DUE TO A FAULTY REPAIR OR TOO-COSTLY SERVICE)
1,9	1,6	1,4	SAY OR THINK: "A SMALLER CAR WOULD BE EASIER TO PARK"
1,8	1,8	1,3	SLEEP FOR A WHOLE NIGHT
1,7	1,8	2,0	SPOT A WILD ANIMAL
1,6	2,1	1,9	SAY OR THINK: "WOULDN'T IT BE NICE IF CARS COULD DRIVE THEMSELVES"
0,5	0,7	0,7	HAVE A LIFE-CHANGING CONVERSATION: "WE NEED TO TALK!" (MARRIAGE PROPOSAL, PREGNANCY ANNOUNCEMENT, COMING OUT, BREAK UP, ETC.)

THE NOTABLE SITUATIONS

Citroën Press Contact : Nathalie Roussel / nathalie.roussel@citroen.com / +33 (0) 1 58 79 78 15 / +33 (0) 6 87 77 41 82
CSA Research Press Contact : Léda Bontosoglou / info@csa.eu / +33 (0) 1 57 00 58 50