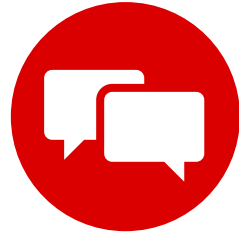


# CLIENT CASE STUDY

## BUSINESS CHALLENGE

Tier 1 automotive manufacturer required a global deep-dive research effort to understand the current and future market for health & wellness technology in vehicle seats.



## Research Type & Methodology

- Two-step qualitative research process including secondary research and primary interviews
- 80 qualitative interviews with key decision makers across the Automotive OEM landscape



## The Outcome

- Determined the key health & wellness features that are currently under development to improve safety and comfort of passengers
- Determined the leading OEMs within health & wellness development
- Determined the long-term goals for the industry which assisted our client's R&D efforts

