

User Experiences with Intelligent Vehicle Cabins in China Has Improved, J.D. Power FindsAdoption of AI Technology Enhances User Experiences

SHANGHAI: 12 Dec. 2024 — J.D. Power and Tongji University Human-Vehicle Relationship (HVR) Lab have jointly released research insights into intelligent vehicle cabins in China in 2024 and have announced the recipients of this year's China Intelligent Cabin Awards. The average score of the Intelligent Voice of the Customer (VoC) Experience Index for the highest-rated models is 7.75 (on a 10-point scale) this year, up 0.11 points from 7.64 in 2023.

This year marks the third consecutive year that J.D. Power and Tongji University HVR Lab have conducted research regarding intelligent vehicle cabins in China. 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. The research 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 increase in the Intelligent VoC Experience Index from 2023 reflects improvements in vehicle interaction capabilities brought by the integration of large language models, enabling functionalities such as voice recognition, emotion analysis and personalized recommendations. These advancements deliver an intelligent experience to vehicle users. The C-HVR Objective Evaluation Index shows a voice interaction system success rate of 98.6% for commonly used functions in top-rated models, meeting daily user demands. However, the average number of steps to complete tasks on the central console screen has increased to 2.42, up by 0.56 steps from 2023. This indicates a decline in interaction efficiency caused by rising system complexity and feature stacking.

The research also shows that the intelligent cabin features, page layouts and visual styles lack differentiation between brands and models. Additionally, some of the features lack real-world user usage scenarios. Automakers are encouraged to prioritize real user scenarios and integrate their brand values to create differentiated experiences.

"Whether automakers can reasonably reduce overly designed intelligent features while meeting user needs will be critical for the future of intelligent cabins," said **Jun Su, president of J.D. Power China**. "Through the China Intelligent Cabin Awards, the hope is to inspire automakers to reexamine the essence of intelligent design. In the future, intelligent design should not simply pile up features but instead focus on practical user needs, using reasonable configurations to deliver better experience designs. This will be a key area for industry exploration in the coming years."

Following are additional findings of the 2024 research:

- **Adoption of AI technology enhances cabin experience:** Most models evaluated for the 2024 China Intelligent Cabin Awards are equipped with in-vehicle large language models, marking the extensive application of AI technology in cabins. AI technology has further improved voice interaction accuracy and user intent understanding, allowing vehicles to activate functions or provide recommendations based on user needs.
- **Distinctive interface styles and screen designs:** Most models feature 15- to 17-inch central screens and this uniformity leads to aesthetic fatigue and diminishes brand and product uniqueness.

However, some top-rated models stand out by leveraging unique screen designs and brand-specific visual styles, which showcases brand value and user experience and paves a new path for intelligent cabin differentiation.

- **The optimization of intelligent cabins enhances driving safety:** The safety dimension of award-recipient models achieves an average score of 7.64 points, an improvement of 0.14 points from the previous year. By optimizing real-time communication between users and vehicles, intelligent cabins reduce driver distraction through precise recognition and interaction, enhancing safety and providing a more reassuring driving experience.

China Intelligent Cabin Awards

Model-level winners include: AITO M9; Chery Fulwin T9; Exeed Exlantix ET; Li Auto L6; Lotus EMEYA; Lynk & Co 07 EM-P; NIO ET5T; VOYAH Dreamer; WEY Lanshan; Xiaomi SU7; ZEEKR 007.

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To learn more about the J.D. Power 2024 China Intelligent Cabin Awards, please contact us: china.marketing@jdpa.com

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Tongji University Human-Vehicle Relationship (HVR) Lab leverages the research resources of Tongji University's School of Automotive Studies and College of Design and Innovation, and specializes in the research, design, and evaluation of automotive intelligent experiences. It holds significant influence in both academia and industry. Tongji University is recognized as a "Double First-Class" initiative university and part of the "211 Project" and "985 Project" for higher education excellence in China.

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NOTE: Three charts follow.

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2024 China Intelligent Cabin Awards

AITO M9

Chery Fulwin T9

Exeed Exlantix ET

Li Auto L6

Lotus EMEYA

Lynk & Co 07 EM-P

NIO ET5T

VOYAH Dreamer

WEY Lanshan

Xiaomi SU7

ZEEKR 007

Note: Brands are listed in alphabetical order.

Source: J.D. Power 2024 China Intelligent Cabin Research

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