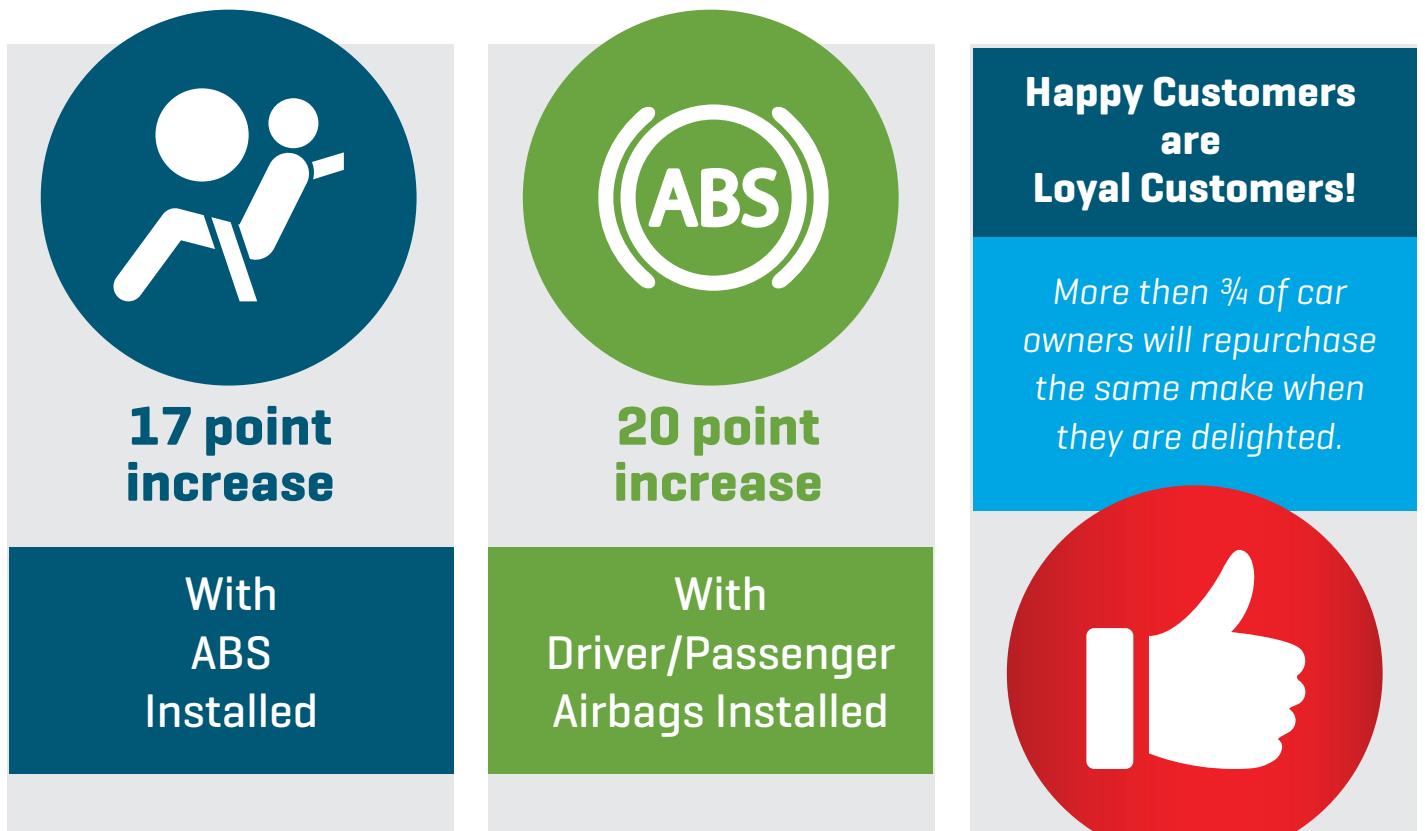


# SNAPSHOT | Installation of Safety, Comfort and Convenient Features in Cars At Record High Levels in India

Below are some of the features that have seen the greatest increase in installation rates since 2012



Does it pay off to have these features installed? YES!



Overall APEAL performance is reported as an index score based on a 1,000-point scale, with a higher score indicating higher satisfaction.

While feature fitment rates are increasing in newer vehicles, car manufacturers need to regularly track evolving customer preferences and feature options to determine which ones can maximize the cost-to-benefit ratio.

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