

AUTOMOTIVE

Wireless charging capabilities trumping brand loyalty, per new luxury EV study

July 25, 2023



It appears that longtime buyers are no longer a guarantee, as innovation is prioritized over name recognition or previous preferences. Image credit: TideWatch

By LUXURY DAILY NEWS SERVICE

Independent market research firm TideWatch is out with new findings, revealing that repeat customers are pivoting in the face of new technology.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

According to the study, wireless charging capabilities are proving to be a key disruptor in brand loyalty in the electric vehicle (EV) segment. Eighty-six percent of categorical buyers state that the feature causes them to consider other companies than those they are loyal to if it is unavailable with their favorite makers, showing just how much of a determinant it is.

"These research findings underline that for today's buyer luxury' is synonymous with technology,'" said Amy Barzdukas, chief marketing officer at **WiTricity**, in a statement.

"Wireless charging technology is at the epicenter of both the most advanced and most convenient technologies that will sway luxury buyers from their current loyalties."

Commissioned by Massachusetts-based wireless charging technology company WiTricity, the study surveyed 603 luxury vehicle owners online. In the next 18 months, 83 percent said they plan to purchase an EV, and 95 percent consider their current luxury brand that they drive before other options.

Ready, charge

Based on the report's findings, although consumers prefer to go with the brand they are loyal to in future purchases, if they do not keep up with technological advancement, they turn elsewhere.

In fact, the majority of respondents state that providing wireless charging demonstrates a "fulfillment" of the brand's commitment to innovate. Whether the consumer plans to utilize the capability or not is irrelevant.

Wireless charging tech shakes up brand loyalty!

Intrigued? Get the full scoop in our latest press release. <https://t.co/HB8BLO8sKk>.
[pic.twitter.com/hEFCSCCPsK](https://t.co/HB8BLO8sKk)

WiTricity (@WiTricity) July 25, 2023

Eight out of every 10 of those surveyed state that they expect their automotive brand to make sure that the EVs are updated with the latest technology, wanting them to outlive or at least meet the life span of their gasoline or diesel-driven vehicles.

On the other hand, price is seemingly not playing into purchasing habits, as premiums for wireless charging are reported to have not diminished interest among participants in the study. Seventy-five percent of those surveyed state that since wireless charging is preferable for luxury owners, it is a feature that they would pay more for.

As the automotive industry has experienced downturns in brand loyalty in recent years ([see story](#)), it appears that luxury makers cannot solely rely on name recognition or past preferences for sales, but must instead keep making an effort even with longtime buyers.

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.