Tough Technologies? Or are we just very confused by the latest innovations?

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Dacia Sandero Stepway, E1 version – media nav screen – reversing camera (French version).

Six out of ten Brits are rendered clueless by their washing machine and nearly 70 per cent fail to recognise car dash symbols.

Dacia makes the case for clarity…

According to a survey by Dacia, a huge 84% of the population believe that gadgets have become too complicated…

One in ten Brits use just 10% of tech on their gadgets.

Less than a quarter are able to use all of their cars' functionality.



Dacia Logan MCV Stepway facia – intended to be understandable!

More than a third of UK adults only use half of the available technology on their smartphone.

Almost 60% of us just leave our technology on the same one or two modes

Survey of 2,000 adults conducted by Dacia:

Brits are spending billions of pounds a year* on technology with functions and features that they never use, with the average UK adult admitting to using less than 60 per cent of the available settings on their gadgets regularly and almost one in ten using less than 10 per cent**.

The poll of 2,000 UK adults, conducted by 'no-nonsense' car brand Dacia, also found that more than a third named smartphones as the gadget with the most unused functions, on average using less than half of the settings available.

With 84% of the population believing that gadgets have simply become too complicated, it is no surprise that nearly 60 per cent just leave tech on the same one or two modes rather than experimenting with all the different options available.

This complexity also means that one in five Brits owns three or more kitchen gadgets that they simply never use, six in ten have no idea how to fully operate their washing machine and 15 per cent of confused shoppers have returned a piece of technology because it was too difficult to use.

Nearly a third of respondents have bought a piece of exciting tech, like a drone or VR headset, which has been sitting in storage after the first couple of uses. Of these, 55 per cent believe they're missing out on good experiences by not knowing how all their tech really works.

Half of Brits say they just don't have time to learn how everything works properly and a quarter think that as long as it does all they need it for, they're happy.

Louise O'Sullivan, Head of Dacia UK, said: "The influx of gadgets and technology into our lives was supposed to make living easier but our survey showed that millions of people

aren't even using half of the functions their tech offers, which makes you question how much benefit the user is getting."

When it comes to their cars, Brits only use two thirds of the settings available and the same amount said they don't understand all the symbols on their dashboard, with a tenth admitted they hardly know what any mean.

Louise, continued: "There's a lot to be said for simplicity in gadgets, things that have just a few functions and perform them well.

"At Dacia we believe in providing everything you need and no more with a continued focus on good value – it's the way we've always done things. Simple is smart, however, we also believe that if there's a benefit to the user by adding technology, then it's worth doing – provided it gets the balance right and remains useful, rather than paying for over-complicated add-ons that aren't really required."

She concluded: "We don't do pointless tech at Dacia, and we believe this survey shows that we are on to something. We pride ourselves on giving our customers just what they need, and on doing that very well."

*UK consumer spending on technology in 2015 (smartphones, PCs, tablets and the like) was £123.9billion – Gartner.com

**Based on 22 common household gadgets: smart phone, smart watch, oven or cooker, microwave, toaster, Sky Q or other TV package, games console, sat nav, computer or laptop, food processor, digital radio, MP3 player of iPod, vacuum cleaner, iron, tumble dryer, washing machine, dishwasher, tablet, car, smart TV, coffee machine, digital camera / printer.



The latest Dacia line-up.

About Dacia

Dacia vehicles offer exceptional value for money. Dacia produces spacious, robust, high-quality vehicles of original design that are affordable for everybody.

Dacia was rated as one of the best car manufacturers for reliability in the 2017 Which? Car Guide – out of 36 rivals including many luxury brands. The Dacia Sandero has been awarded the title of “Best Small Car under £12,000” by What Car? for five consecutive years (2017, 2016, 2015, 2014, 2013). Dacia was also rated the number one car brand for value by 10,000 car owners surveyed by Auto Trader as part of research for its New Car Awards 2017.

Relaunched by parent company Groupe Renault in 2004, Dacia launched in the UK in January 2013 and enjoyed the most successful start ever for a new car brand in the UK. The Dacia range consists of the Dacia Duster, a sporty all-terrain vehicle, to family vehicles such as the Dacia Sandero and Dacia Logan MCV. Dacia continues to enjoy great success with over 4.5 million Dacias sold in Europe since the brand’s revival in 2004.