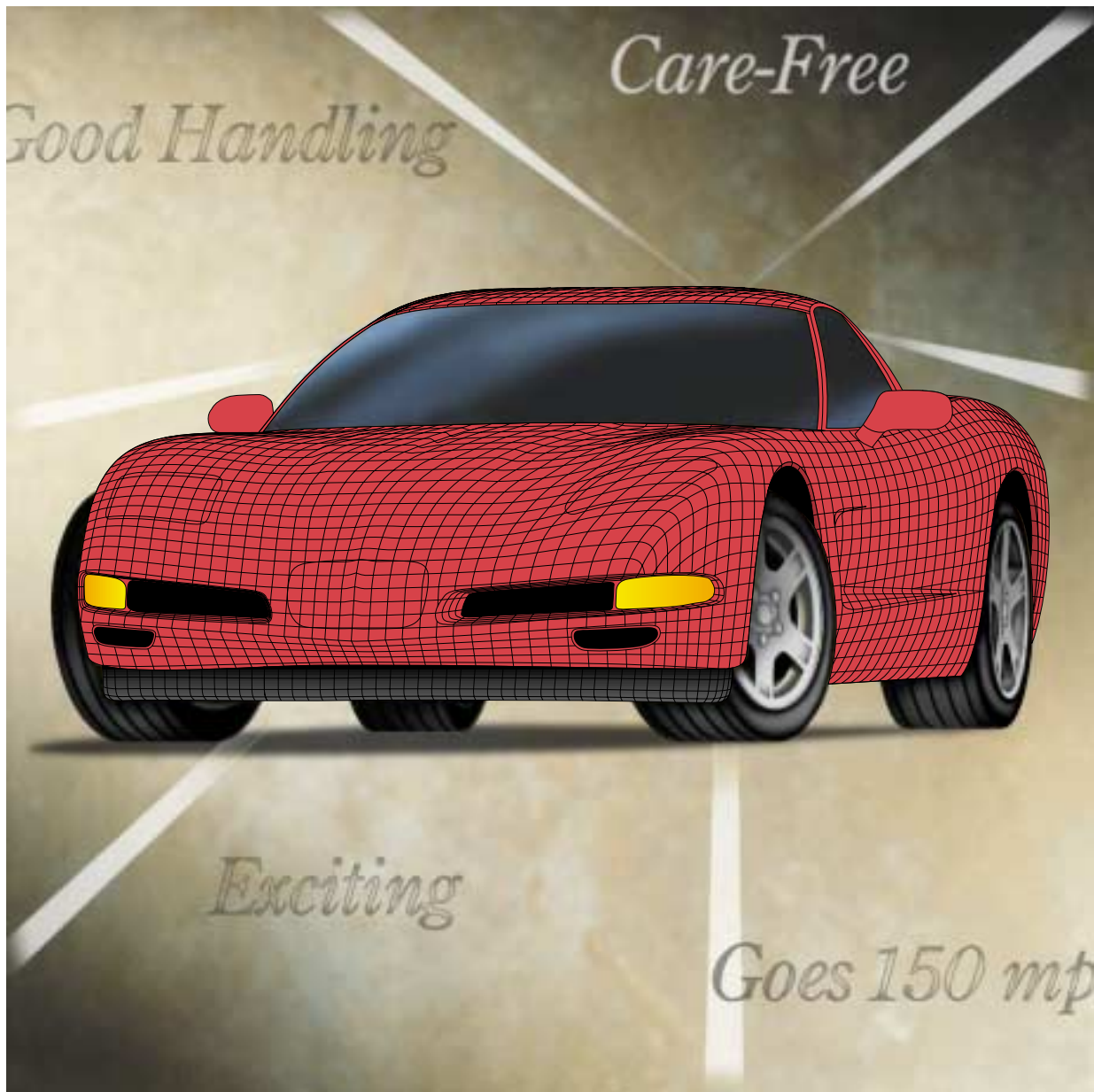




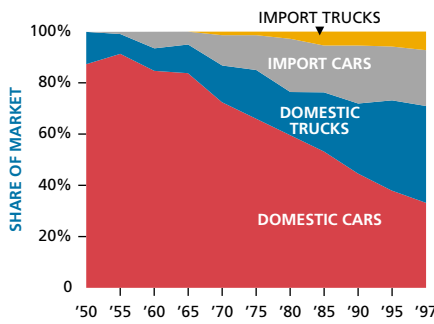
**Automotive Research**  
**Division**



Information for Maximizing Automotive Brand Performance

## Market conditions make research critically important.

Each year dozens of new car models are introduced and hundreds are on the market. The competition for sales is intense. Especially when the cost of introducing a new model runs into hundreds of millions of dollars. And the cost of failure is higher. Consequently, timely, reliable and accurate market research is as essential to new model development as refining drive characteristics and styling cues.



MAi automotive research helps car makers understand the consumer preferences and attitudes that drive changing markets.

With so many vehicles competing for buyer dollars, and new models filling ever smaller niches, it is critical to know where your brand/model fits in the competitive frame. For example, knowing consumer wants and needs within a segment allows you to match them to new and current models. Or fine-tune product and marketing strategies. Similarly, discovering intangible attributes that define brand character helps explain buyer behavior and predict showroom performance of models in the line.

## A single source of information about your category.

The MAi Automotive Research Division specializes in high-quality custom automotive studies, including sample design, field work, overall study coordination, data processing, analysis and reporting. MAi offers all quantitative and qualitative methodologies—clinics, mail studies, phone studies and focus groups.

Clinics typically involve a random sample of consumers targeted by vehicle ownership and needs. Augment interviews are conducted to obtain readable samples of key segments. Current brand owners are used to assess cannibalization of existing sales by new model introductions.

In the similarity structure exercise, consumers divide cars into groups based on perceived similarity, according to any criteria they choose. This provides a customer-driven assessment of your product's immediate competitive set.

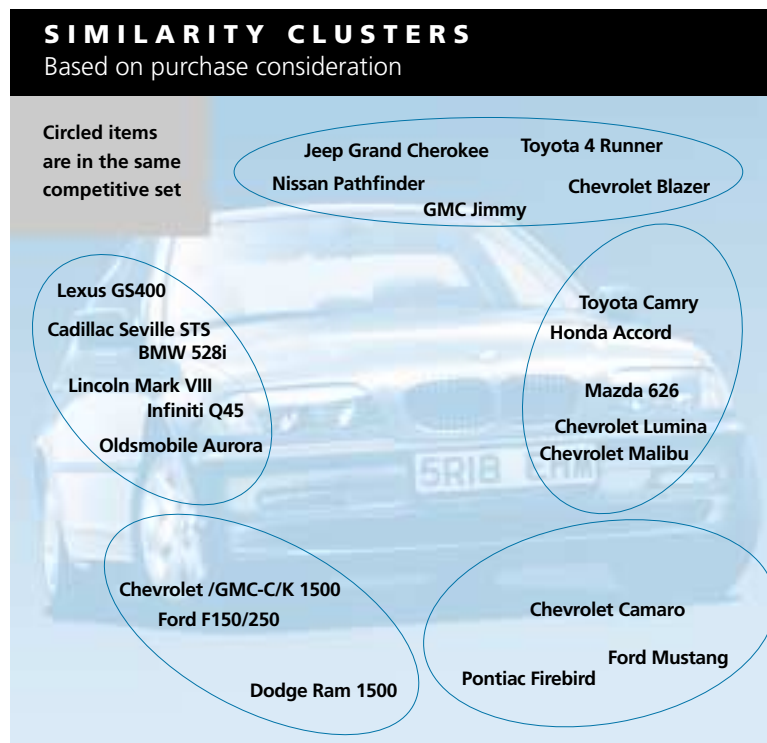


You'll work closely with an MAi project manager specializing in automotive research during all phases of the study, from establishing initial objectives to interpreting final results. Midcourse checkpoints, often based on **focus group input**, will help confirm study design.

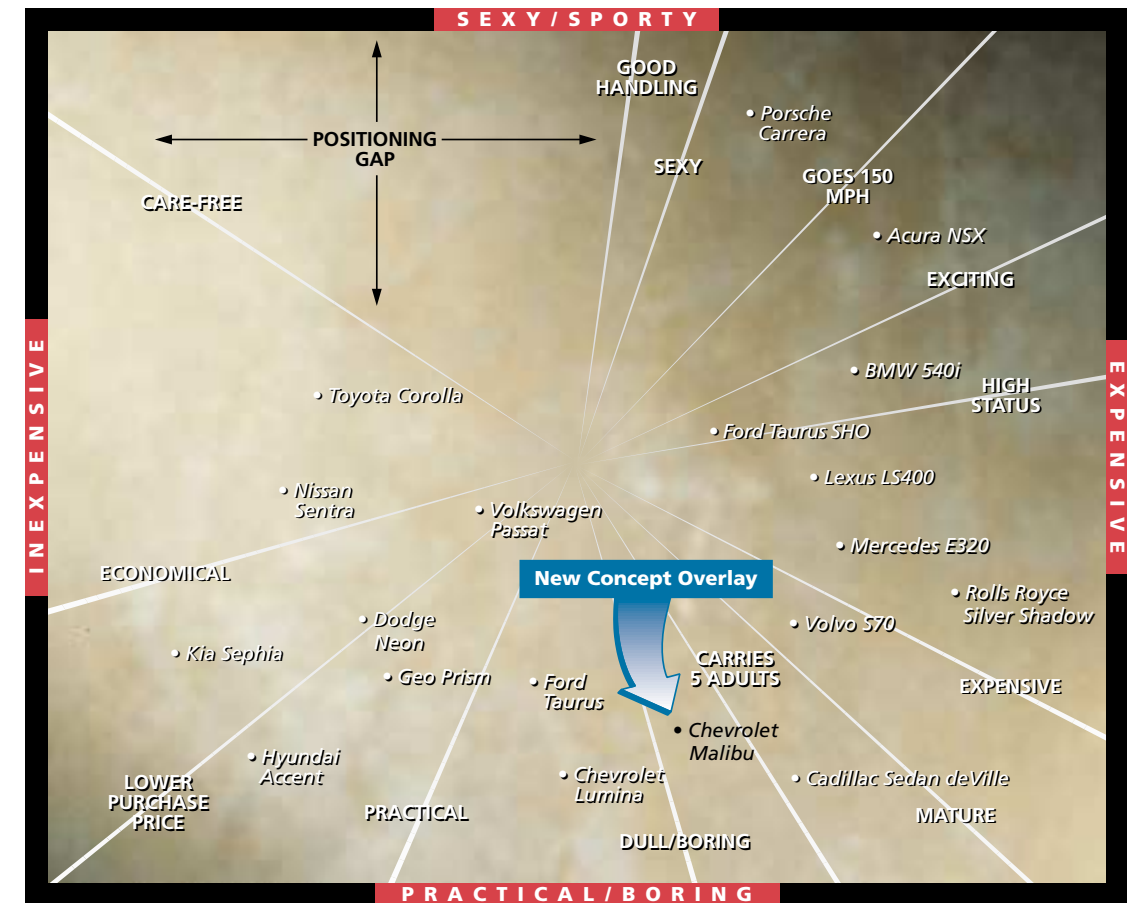
Ideally, stimuli for a clinic consist of actual vehicles. While scale models of new vehicles and other stimuli have been successfully used, it is important that all brands be tested in the same format. The closer the stimuli to final development, the more accurate the estimates of in-market performance.

## Studies address specific design and marketing issues.

- Test new vehicle concepts and interaction with existing models in the segment
- Identify leverageable positioning or model differentiation opportunities
- Confirm or redirect current strategy
- Provide meaningful input for advertising copy and promotional programs
- Discover factors behind buyer acceptance or rejection



## PERCEPTUAL MAP—BRAND/MODEL IMAGES



A key output from your study, **perceptual maps** make category structure easy to visualize and reveal **positioning gaps**, marketing opportunities that can be exploited by new or repositioned models. As this simplified hypothetical example shows, both product attributes and emotional affects are included in one multidimensional report. Overlaying a **new concept** immediately reveals whether it's redundant or really fills a need.

## Results identify positioning gaps and explain buyer behavior.

In an auto clinic/competitive assessment study, consumers differentiate among makes and models in terms of product imagery and user imagery, the components of brand personality. A vehicle's product imagery is defined by the attributes consumers link directly to it. User imagery is a composite of the types of people consumers think would drive a particular brand/model. Unique positions and unoccupied niches—positioning gaps—can be discovered by linking product and user imagery dimensions to all brands/models in the category.

Beyond category structure, MAi automotive studies can investigate all design and marketing issues, from features technology to copy testing, from design themes to dealer satisfaction. Typically, top-line research objectives are determining unmet needs, ranking attributes buyers find important, and discovering factors driving purchase selection.

Having conducted complex studies for major automobile manufacturers, the MAi Automotive Research Division has the experience, technical capabilities and understanding of consumer behavior required to assist you in meeting your research needs.

## Key drivers of accurate automotive research from MAi.

Before you greenlight product modifications, advertising copy or dealer programs based on research, you need to be sure of the validity and accuracy of the results. MAi's methodology is engineered to wholly eliminate common research errors and provide superior data and analysis.

- **Prompt Results.** In a market that changes yearly, data depreciates quickly. You need current information, delivered without delay. MAi provides quality data and analysis according to your decision-making schedule.
- **Exact Tabulations.** All data is 100% verified. Appropriate statistical tests are performed against similar groups at client-specified confidence intervals.
- **Correct Weighting.** At your request, final tabulations can be weighted to reflect true market proportions, allowing direct comparisons to be made.
- **Advanced Statistical Analysis.** MAi offers a full range of statistical tools and methodologies, including cluster analysis, correlation analysis and conjoint exercise.

Founded in 1982, Marketing Analysts Incorporated is a research company dedicated to innovative techniques for marketing success.

Our commitment to excellence has led us to develop new methodologies, new questionnaire designs and new research applications.

At Marketing Analysts, we care about you and value your business. When you contract for an automotive research project, a senior project manager works with you through every phase, from initial consultation to final report.

We believe our role is as much marketing as it is market research. Our reputation has been built by providing clients with timely, intelligent, actionable information—not reports that simply put words around numbers.

**To discuss a study designed to address your immediate marketing needs or for more information, please call 1-800-513-4247.**

**From MAI:  
Innovative  
techniques for  
marketing success.**

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Brand Position

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**LINEOPT**  
Information for Optimizing  
Product Line Configuration

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**SHOPPER**  
Information for Optimizing  
In-Store Marketing

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**VOLUMETRIC MODELING SYSTEM**  
Advanced Analysis of New  
Product Potential

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The logo for Marketing Analysts Incorporated (MAI) features the letters 'MAI' in a large, bold, red, italicized sans-serif font. The letters are slightly shadowed, giving them a three-dimensional appearance.

**MARKETING ANALYSTS INCORPORATED**

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