



i Market Research Trends among Automotive Executives

Automotive Executives nationwide say their primary focus is growing market share profitably...

- In a national online study conducted by Intellitrends LLC in October 2007 among automotive executives, **nearly two-thirds (62%)** say that their **primary focus today is growing market share profitably** while,
 - 59% say their primary focus today is keeping loyal, profitable customers,
 - 47% cite reaching new customers, and
 - 42% cite building brand awareness

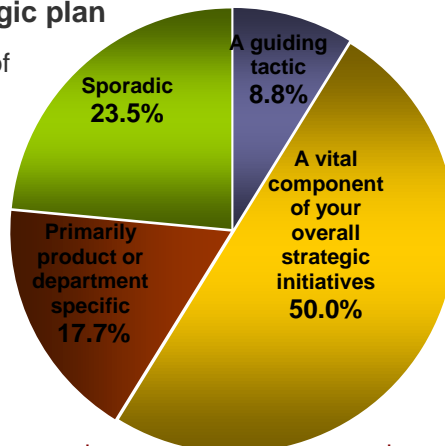
Thinking about your current marketplace, what would you say is your primary focus today?



Automotive Executives nationwide consider market research to be a vital component to their overall strategic plan

- In terms of overall market strategy, half of the automotive executives describe the role of market research as a 'vital component' to their overall strategic initiatives

In terms of your overall market strategy, how would you describe the role of market research? Do you consider it...?



50%

of automotive executives consider market research a **vital component** to their overall strategic initiatives

62%

of automotive executives say their primary focus today is growing market share profitably

9%

of automotive executives consider market research to be a **GUIDING TACTIC**

77%

of automotive executives estimate the future importance of market research to stay the same or increase!

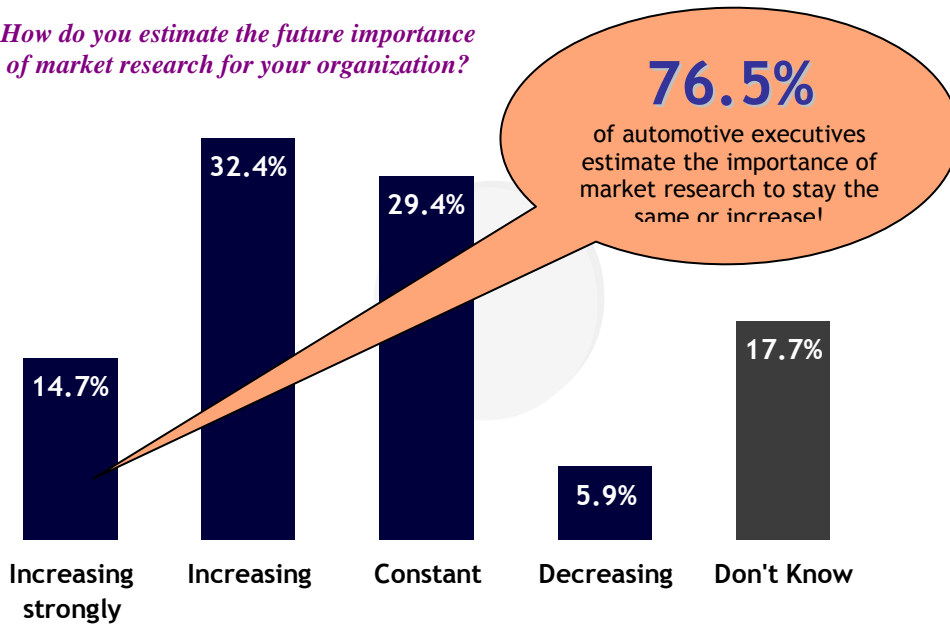


- Nearly one in five of the automotive executives describe the role of market research as primarily product or department specific

Over three-quarters of automotive executives nationwide estimate the future importance of market research for their organization to stay the same or increase!

- Close to half (47%) of the automotive executives estimate the future importance of market research to be *increasing to increasing strongly* for their organization, while nearly one third (29%) feel it will remain constant

How do you estimate the future importance of market research for your organization?



- Nearly two-thirds of the automotive executives who estimate the future importance of market research to be increasing to increasing strongly for their organization, say their primary focus today is keeping loyal profitable customers and growing market share profitably