

## AUTOMOTIVE INDUSTRY



**SIS delivers insight to automotive clients with  
industry leading clinics.**

## AUTOMOTIVE MARKET RESEARCH AND CAR CLINICS


Around the world, automotive companies compete fiercely for customers and sales in markets that are increasingly demanding and sophisticated. SIS has worked closely with the most successful of these companies, providing them with critical market analysis and invaluable customer data. Our automotive focus groups are populated with quality participants drawn from our extensive data-base of diverse and intelligent drivers. We get at the heart of what they really think and feel about the vehicles they own and the ones they dream of owning.

Automotive market research supports organizations with the insight and data to conceptualize, manufacture and customize vehicles to the desires and perceptions of their customers. It can also support the adapt of messaging and marketing messages to customer needs. As new technologies

are increasingly being included in vehicle products, innovation is an important priority for many car manufacturers and Original Equipment Manufacturers (OEMs).

One of the possible ways to gain more input about the opinions and preferences from the customer's point of view is the "car clinic." A car clinic could be described as an extensive analysis which can be either based on the dynamic, or involving motion, or static, involving stationary prototypes or test materials.





We have worked with top names in all industries on the way towards earning a reputation of excellence in our over 30 years of extensive marketing research experience.

**Market Research** | Leading business research, insight and data solutions for strategic advantage.

We provide Qualitative and Quantitative Market Research modus recusabo interestet. We employ multiple research methods to assist you with your global growth strategy.

**Strategy Research** | We help you to get better prepared to get good leads and convert them to more sales.

We are experts in Competitive Intelligence, Lead Generations Techniques, Market Research and much more.

**Data Collection** | SIS incorporates robust quantitative statistical components with other forms of information gathering to achieve our client's research needs.

SIS International's analytics allow clients to enhance their decision making by maximizing return and minimizing risk. As a full-service market research and intelligence agency, our specialists immerse themselves in our clients' needs and devise a solution delivering complete market insights

**Focus Group Facilities** | Focus Groups and In-Depth Interviews

With an in-house staff of trained recruiters and a national panel of research participants, SIS is fully equipped to recruit a broad range of consumer and B2B respondents.



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## Comprehensive solutions for the automotive industry

- Conducted a quantitative and qualitative study about consumers' opinion about the equipment rate and necessity of each option, expected price, preference and ideas for new options/features.
- Conducted ethnographic automotive studies on air fresheners in Brazil and China.
- Conducted a large car clinic in the NYC about Parking Sensor technology.
- Conducted an in-depth focus group and ethnographic study in NYC, LA and Seattle among Generation Y about their attitudes towards a new car concept.
- Conducted focus groups of very low-incidence car owners in the Los Angeles area
- Conducted a study about BMW buyers and non buyers to collect information about needs and preferences
- Conducted a global study on hybrid-electric vehicle (HEV), with particular emphasis on Argentina, Brazil, Chile, Mexico, Australia and New Zealand
- Conducted advertising effectiveness research and CAWI interviews in NYC among high income, low incidence European automobile drivers.
- Conducted qualitative discussion groups on the luxury car dealership experience among luxury car owners
- Conducted a large, low-incidence and luxury automotive study (F2F, CATI) in Washington DC.
- Conducted recruitment and fieldwork at a large car clinic in Los Angeles for a major European auto manufacturer
- Conducted an investigation of various sales literatures from a customer's perspective on a European luxury automobile company.
- Conducted a competitor study on two major OEM competitors which are distributors of automotive components.
- Conducted worldwide study of auto drives.
- Conducted a business Intelligence Study to research the competitive assessment of second stage manufacturing of automobile corporations.
- Conducted in-depth interviews on new advertising slogans for a high-end car.
- Corporate Advertising Image Study in US for a large European Automobile Manufacturer.
- Qualitative study for young Americans for automotive study in the US.

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- Conducted study in Asia for the automotive testing equipment market.
- Conducted an image awareness advertising program for a global automotive manufacturer.
- Competitive assessment of a major car company in Thailand.
- Qualitative, in-depth interviews of users of new model SUVs.
- Identified purchasing trends and consumer automobile preferences of singles in US
- Conducted study to analyze current parking conditions of single spaces, municipal lots and muni-meters in New York City.
- Conducted in-depth low incidence fieldwork of automotive service satisfaction through in-depth CATI study.
- Conducted study regarding car owners and dealers. The scope of this study was to examine car buyers' and car dealers' experiences, behaviors and overall satisfaction levels with regards to automobile loan financing.
- Conducted on-site interviews at NY auto show to establish brand interest feedback for future planning.
- Conducted focus groups and home visits to gain insights on the role of a car in household, profiles of customers, buying and decision process.
- Conducted focus groups in the consumer and automotive industry with focus in the tires category regarding emotional values linked to functional benefits.
- Conducted online survey to analyze the attitude of car holders on their vehicles in UK, Germany, Russia and Australia.
- Consumer research (purchase decision, car strengths and weaknesses, image and brand perception) in New York City using focus groups.
- Automotive concept testing in China using in-dept interviews.
- Car clinic in the United states to test new car concepts in the luxury segment.
- Conducted market intelligence study on the market for aluminum wheels in the US.
- Created market analysis of the market for electric cars in the Americas.
- Conducted usability test on rental cars' parking sensors.
- Conducted study to gain insight in customer satisfaction with car repair services.
- Conducted interviews with car dealers in the United States.
- Conducted focus groups for Yamaha motor owners/potential customers
- Conducted Chinese auto dealer study
- Conducted research study to test car and car concepts.
- Conducted a steering wheels report study in the US



- Conducted a benchmarking research study regarding the Volvo Penta
- Conducted a research study regarding the Ford Gen IV motor
- Conducted a online and telephone research for machines and small engines
- Conducted a website usability research for a major car manufacturer

## **A Sample of Our Current and Past Clients**

- Daimler
- Ford Motor Company
- General Motors
- Honda
- MINI
- MTS
- Nissan
- Hyundai
- Jaguar
- Rheoforge
- Shell
- Toyota
- Volvo North America
- Yamasha
- GMS Net
- Porsche
- BMW