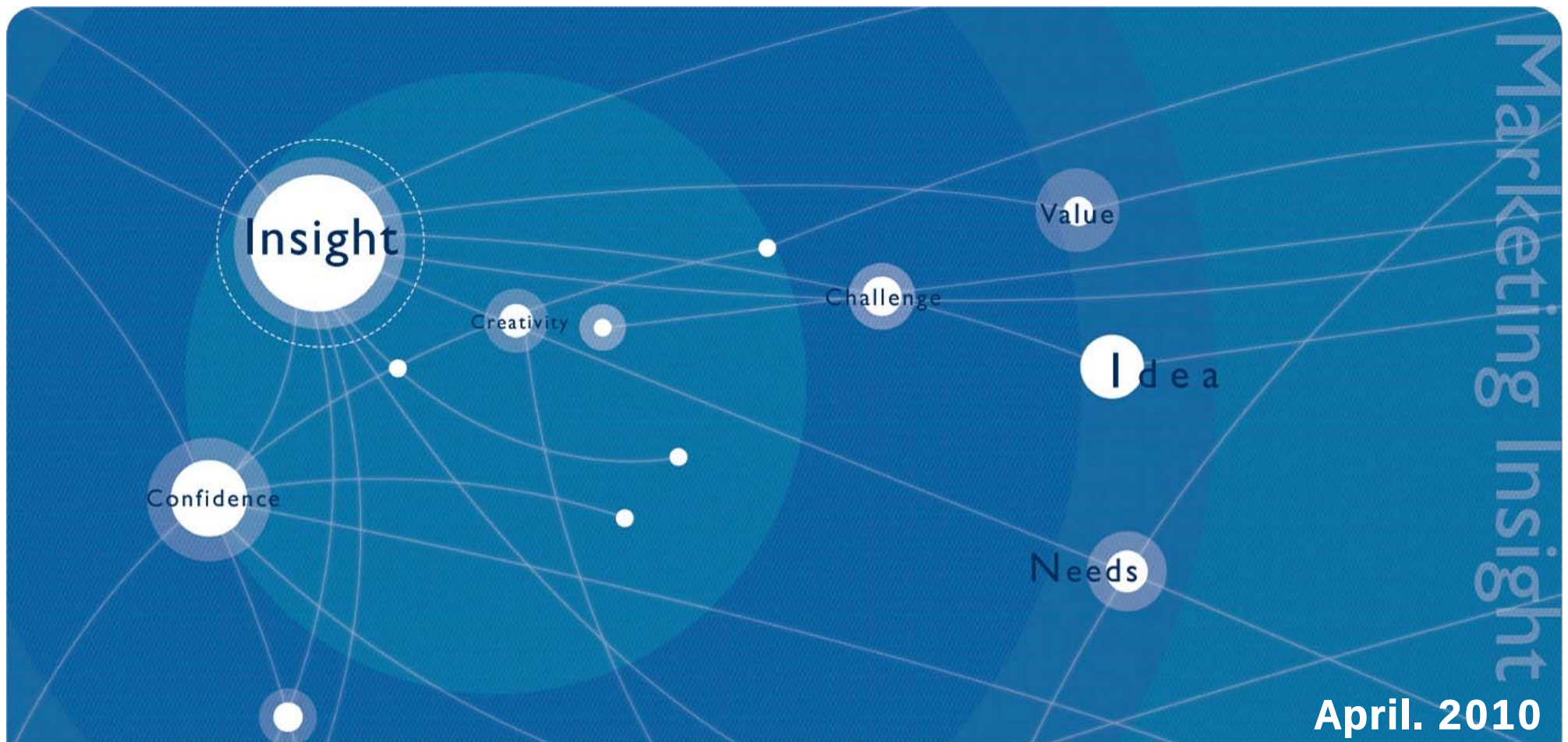




2009 Automobile Consumer Behavior Analysis

- 2009 Automobile Syndicated Research Result-

Marketing **Insight**

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2009 Automobile Consumer Behavior



Marketing Insight Inc. (www.mktinsight.co.kr, CEO: Kim, Jin-kook) is the only automotive marketing research firm in Korea which has conducted large scale syndicated automotive studies on 100,000 automobile consumers every July since 2001. We would like to share the result of the behavior and attitude of consumers who own vehicle or will purchase one within 2 years from the 9th study conducted on July 2009 as '2009 Automotive Consumer Usage & Attitude'. We anticipate this material to be utilized to understand the consumers who have currently purchased an automobile.

Table of Content

1. Subscription Behavior of Automobile Insurance	05 April
2. Used Car Purchase Behavior	08 April
3. Fuel Purchase Behavior	12 April
4. Tire Purchase Behavior	15 April
5. Navigation Usage Behavior	19 April
6. Direction Guide Service Usage Behavior	22 April
7. Purchase Plan for Low Pollution Vehicle	26 April

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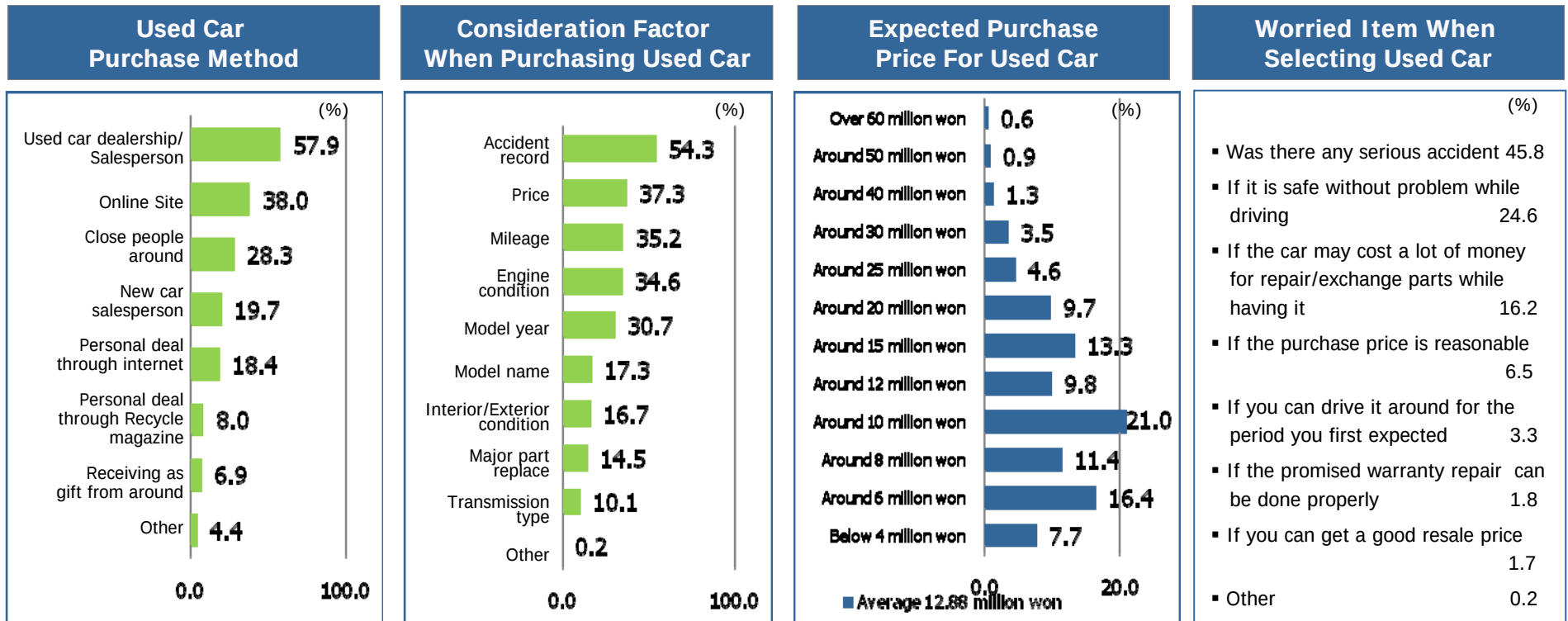
< 2009 Automotive Syndicated Study Research(9th) Design >

- Research method: E-mail survey
- Research target: Vehicle owners among driver's license holders, Vehicle purchase intenders by the first half of 2011
- Sample size: 91,129 persons
- Research period: July 2009

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1. Used Car Purchase Plan

- For purchase method of used car in the future, 'Used car dealership/salesperson' was the highest at 57.9%, followed by 'online site' (38.0%) and 'close people around' (28.3%).
- 'Accident record' (54.3%) was the most important factor for consideration on purchasing used car, followed by 'price' (37.3%), 'mileage' (35.2%), 'engine condition' (34.6%) and 'model year' (30.7%).
- The average purchase price a buyer thought about was 12.88 million won, and 'around 10 million won' was the highest at 21.0%.
- 'Accident record' was the most worried part when selecting used car, just same as in the main consideration.



* Survey Target : Used car purchase intenders, 15,170 persons

Q) 1. Which method will you use in future used car purchase? [Multiple answer]

Q) 2. What will be your most important factor in the future when purchasing a used car? [Multiple answer]

Q) 3. How much are you expecting the cost to be in future used car purchase?

Q) 4. What would you worry the most when purchasing a used car in the future?

2. Used Car Satisfaction By Maker

- Overall satisfaction of used car purchasers came out to be 7.05 points, and the performance satisfaction compared to expectation was relatively lower than exterior/interior.
- By maker, Renault Samsung had highest satisfaction with 7.54 points, and the satisfaction on exterior/interior/performance compared to expectation was the highest as well.

Overall Satisfaction & Comparative Satisfaction with Expectation by Each Element						
	Total	RSM	HMC	KMC	SYM	GMDAT
Overall Satisfaction (10pts. scale)	7.05	7.54	7.08	7.00	6.94	6.78
Exterior satisfaction compared to expectation (%)	72.2	76.3	72.2	71.6	72.6	70.7
Interior satisfaction compared to expectation (%)	71.1	72.6	71.5	70.2	69.6	70.0
Performance satisfaction compared to expectation (%)	62.5	68.2	64.5	62.5	59.5	53.7

 BIC : Best In Class  WIC : Worst In Class

* Survey Target : Used car purchasers, 29,283 persons

** Overall satisfaction is based on a 10 point scale, the comparative satisfaction rate by each element represents the rate of 'better than expected'

Q) 5. In overall, how much are you satisfied with the car?

Q) 6. How is the car compared to your expectations on the items below?