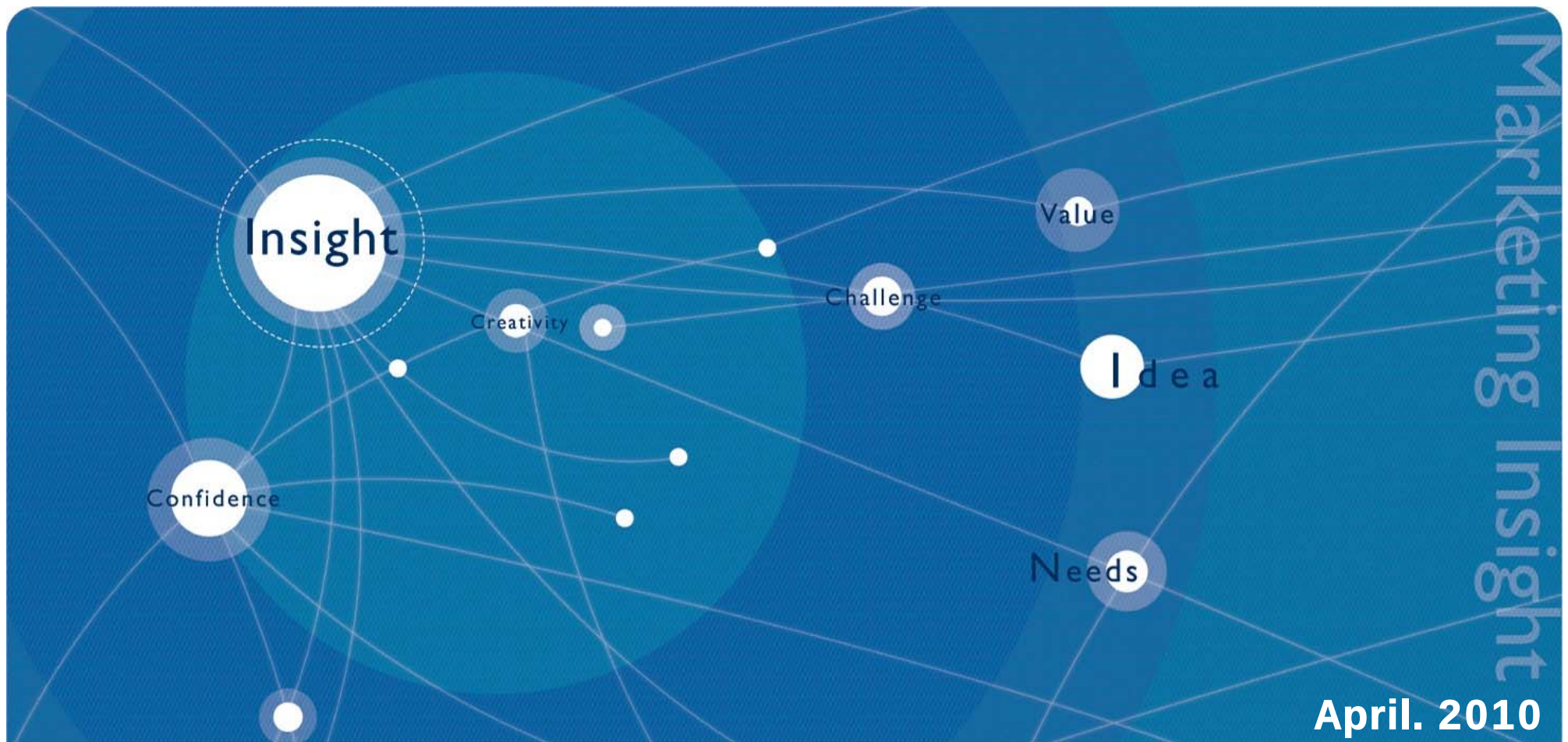




2009 Automobile Consumer Behavior Analysis

- 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. Purchase Behavior of Used Cars	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 >

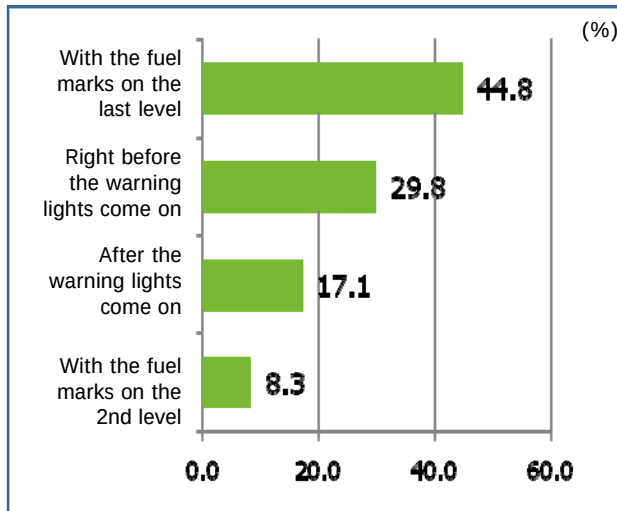
- Research method: E-mail survey
- Research target: Vehicle owners among driver's license holders, Vehicle purchase intenders by the first half of 2011
- Sample size: 91,129 persons
- Research period: July 2009

[Inquiry] Lee, Kun-Hyo, Managing Director
Tel: 02-6004-7622, E-mail: leekh@mktinsight.co.kr

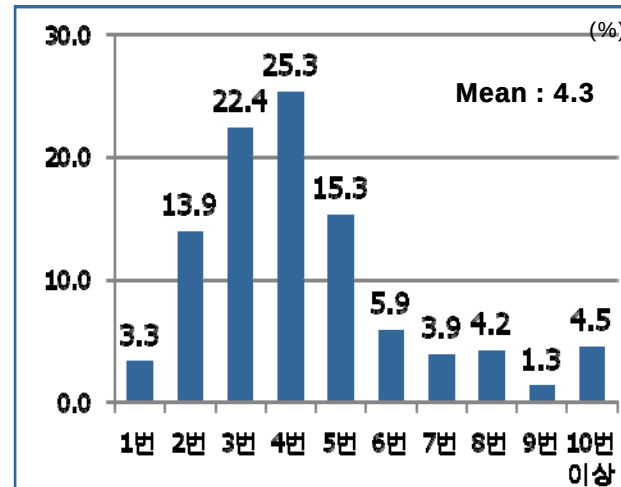
1. Automobile Fuel Purchase Behavior

- 44.8% of drivers purchased fuel 'With the fuel mark on the last level', while 'Right before the warning lights come on'(29.8%), and 'After the warning lights come on'(17.1%) following.
- Fuel purchase frequency on monthly average came out as '4.3 times', and '4 times' came out to be the most at 25.3%.
- 50k won(33.8%) came out to be the most for 1 time fuel purchase cost.

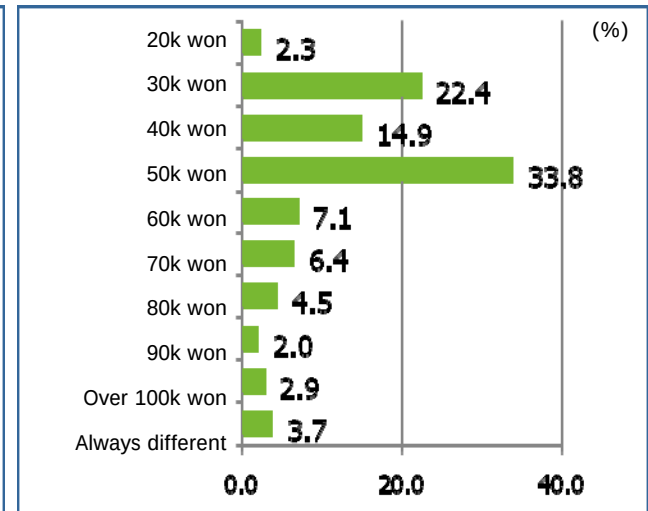
Fuel Purchase Time



Monthly Fuel Purchase Frequency



1 Time Fuel Purchase Cost



* Survey Target : Automobile drivers, 11,093 persons

Q) 1. Normally when you drive your vehicle, in what situation do you usually purchase fuel?

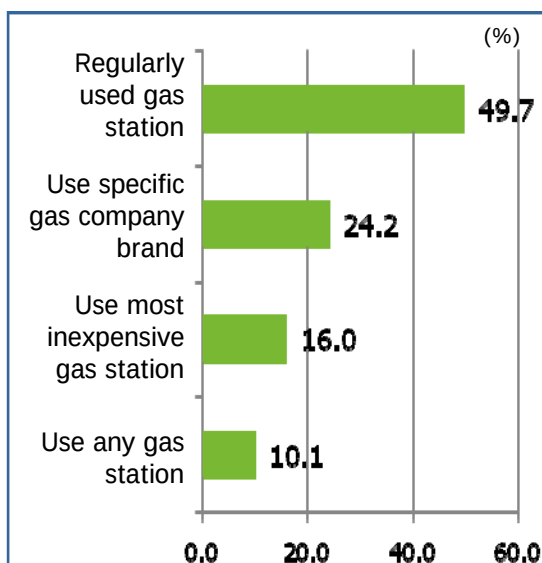
Q) 2. How many times do you purchase fuel on an average monthly basis?

Q) 3. How much do you normally pay when you purchase fuel?

1. Automobile Fuel Purchase Behavior

- When taking a look at gas station use habits, 'Regularly used gas station' was the highest at 49.7% followed by 'Use specific gas company brand' at 24.2%.
- As the reasons for these types of consumption behavior (regular or specific gas company brand preference), 'Affiliated credit card discount benefits' was the highest at 35.2% followed by 'Proximity of gas station'(20.5%), and 'Inexpensive gas price'(19.4%).

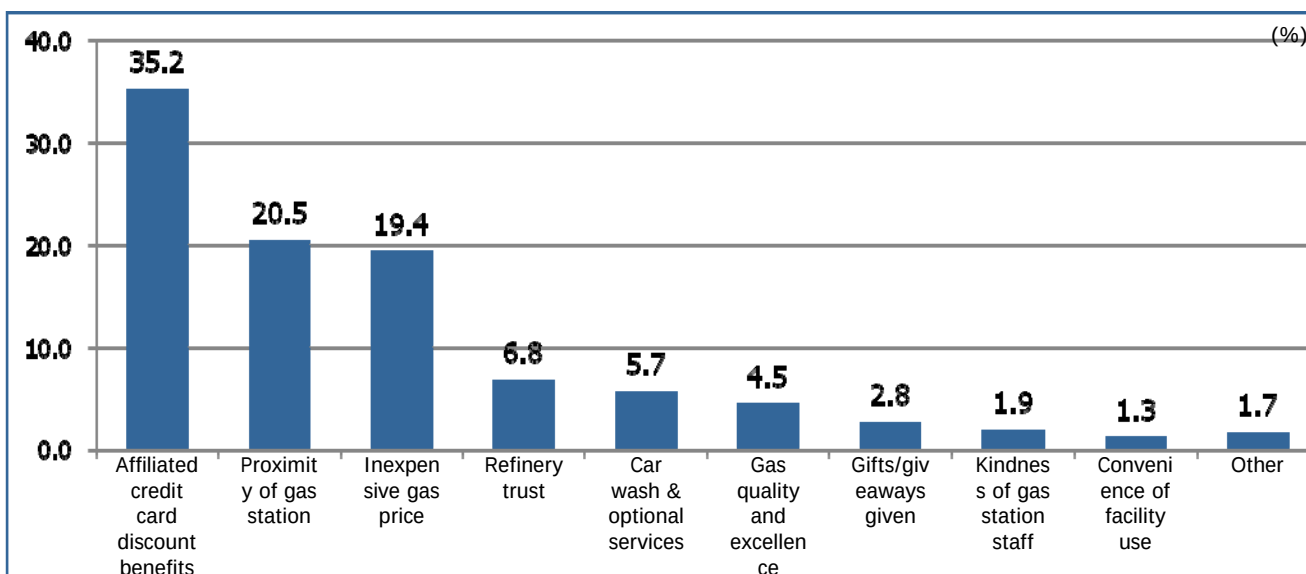
Gas Station Use Behavior



* Survey Target: Vehicle driver, 11,093 persons

Q) 4. Which is the closest gas station use habit for you?

Reasons for Regularly Used Gas Station or Specific Gas Company Brand



* Survey Target: Regular or specific gas company brand users, 8,194 persons

Q) 5. What is the reason for using a specific gas company brand or regularly used gas station?