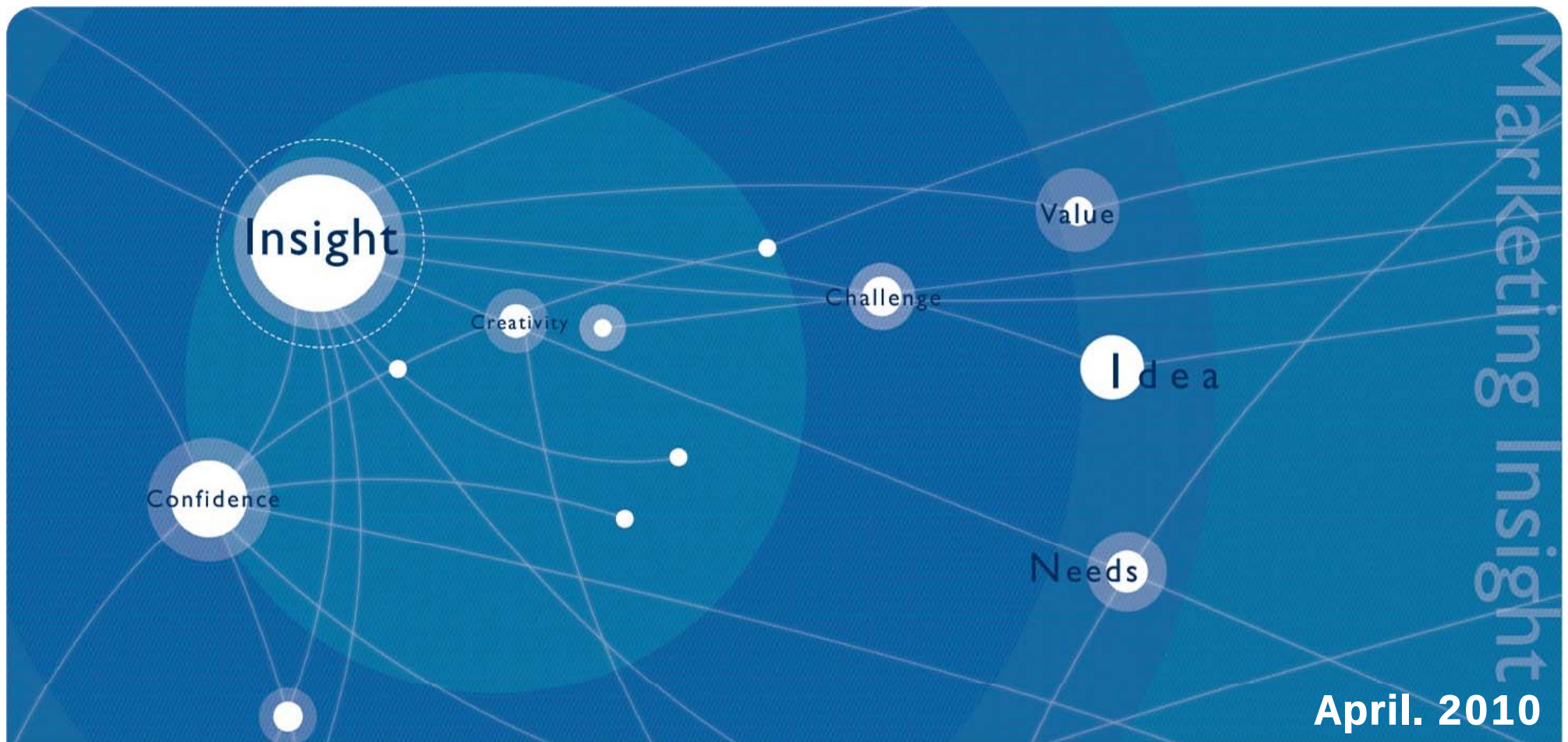




2009 Automobile Consumer Behavior Analysis

- 2009 Automobile Syndicated Research Result -

Marketing **Insight**

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2009 Automotive 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 >

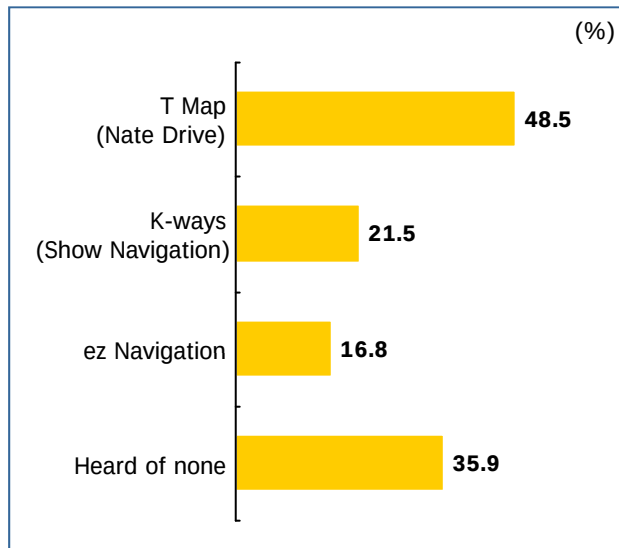
- Research method: E-mail survey
- Research target: Vehicle owners among driver's license holders, Vehicle purchase intenders by the first half of 2011
- Sample size: 91,129 persons
- Research period: July 2009

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

1. Direction Guide Service Usage Behavior

- For the awareness rate of mobile navigation service, T-Map was the highest at 48.5%, followed by ez Navigation(21.5%) and K-ways(16.8%).
- 23.4% of cellphone users with embedded navigation service use direction guide service.
- The frequency of using the service had 'less than once a month' as the highest at 34.5%.

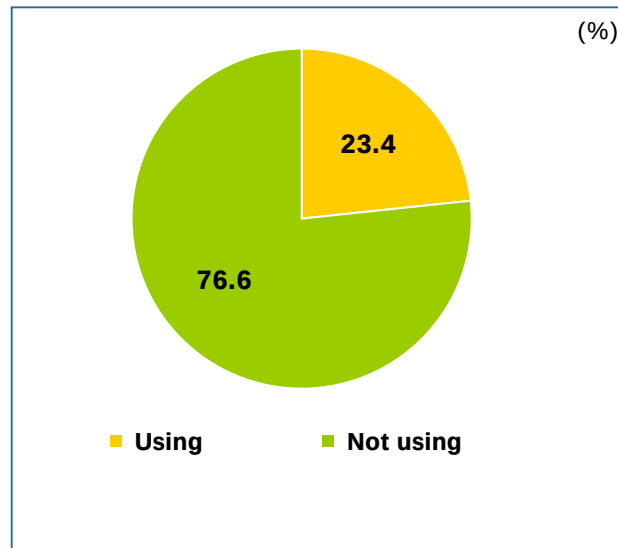
Mobile Navigation Service Awareness



* Target: Vehicle Drivers, 10,912 persons

Q) 1. Have you heard of direction guide services from mobile operators such as T Map, K-ways, or ez Navigation? Please choose all you have heard. [Multiple answer]

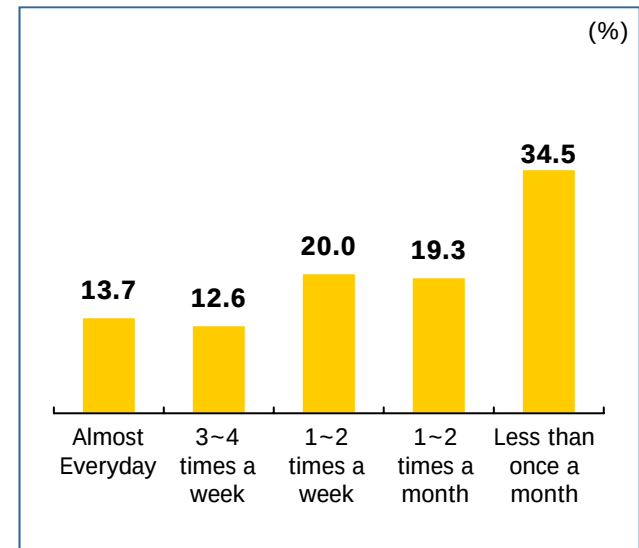
Service Use Rate



* Target: Cellphone owners with embedded navigation service, 2,313 persons

Q) 2. How often do you use T Map, K-ways, or ez Navigation?

Service Use Frequency

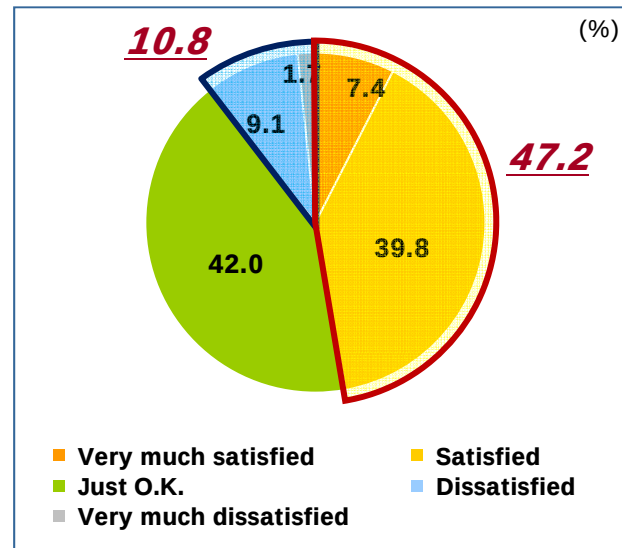


* Target: Mobile navigation service users, 540 persons

2. Direction Guide Service Satisfaction & Intention to Use

- In service satisfaction rate, satisfied group (Very much satisfied + Satisfied) composed 47.2%, which was 10.8% higher than dissatisfied group (Dissatisfied + Very much dissatisfied).
- 57.5% of users had intention to extend the service, and 25.9% of non-service users had intention to use the service in the future.

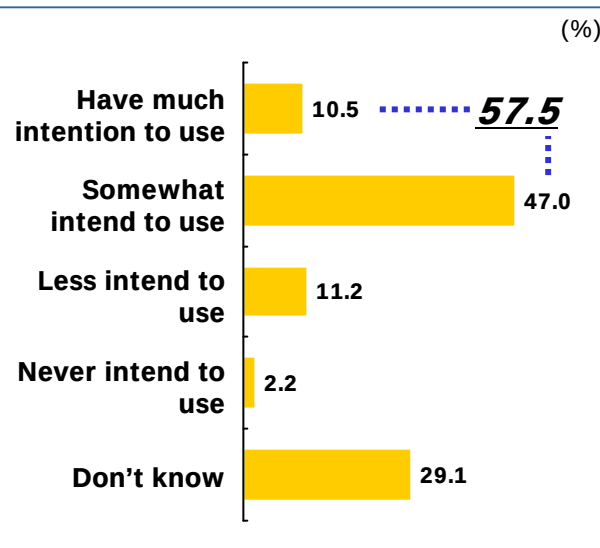
Service Satisfaction



* Target: Mobile navigation service users, 540 persons

Q) 3. How much are you satisfied or dissatisfied in overall while using T Map, K-ways, or ez Navigation service?

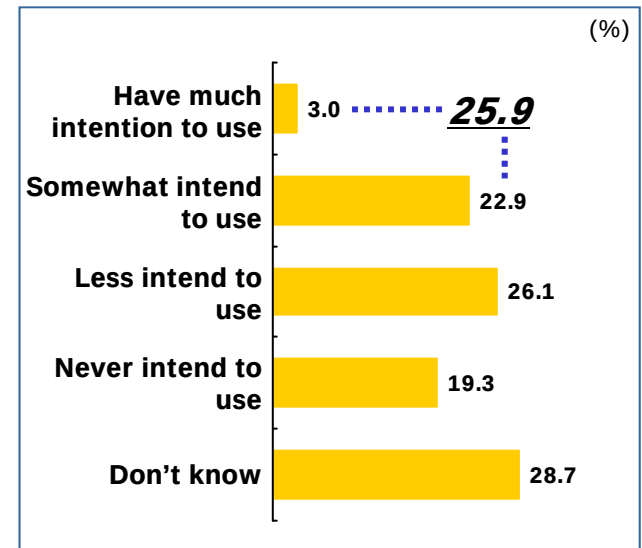
Intention to continue the service



* Target: Mobile navigation service users, 540 persons

Q) 4. Will you continue to use T Map, K-ways, or ez Navigation?

Intention to use the service of non-service users



* Target: Non-users of mobile navigation service, 10,372 persons

Q) 5. Are you willing to use direction guide services from mobile operators (T Map, K-ways, ez Navigation)?