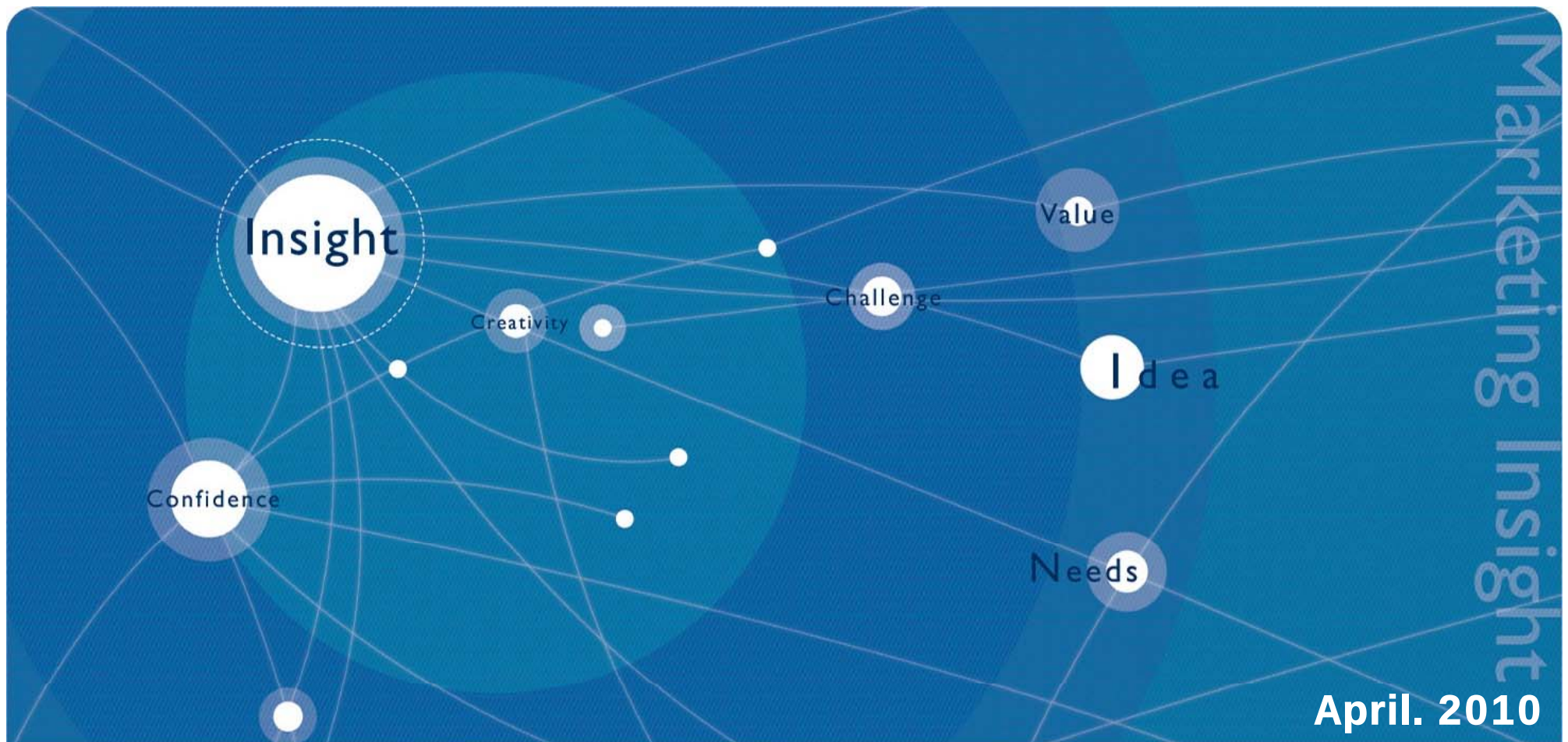




2009 Automobile Consumer Behavior Analysis

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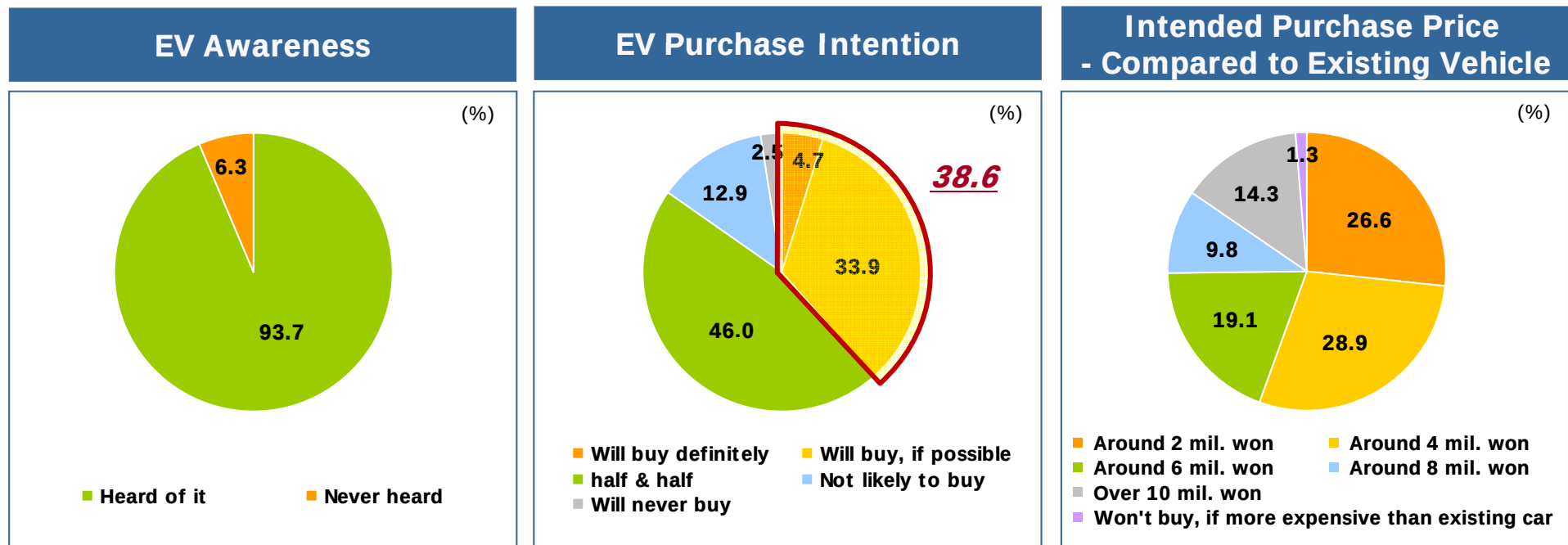
< 2009 Automotive Syndicated Study Research(9th) Design >

- 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
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1. Purchase Plan for Electric Vehicle

- 93.7% of the drivers were aware of EV.
- Purchase intention for EV (Will purchase definitely + Will purchase, if possible) was 38.6%.
- Intended purchase price had the most opinion on 'Around 4 million won' (28.9%) more expensive than existing vehicle.



* Target: Vehicle drivers, 15,313 persons

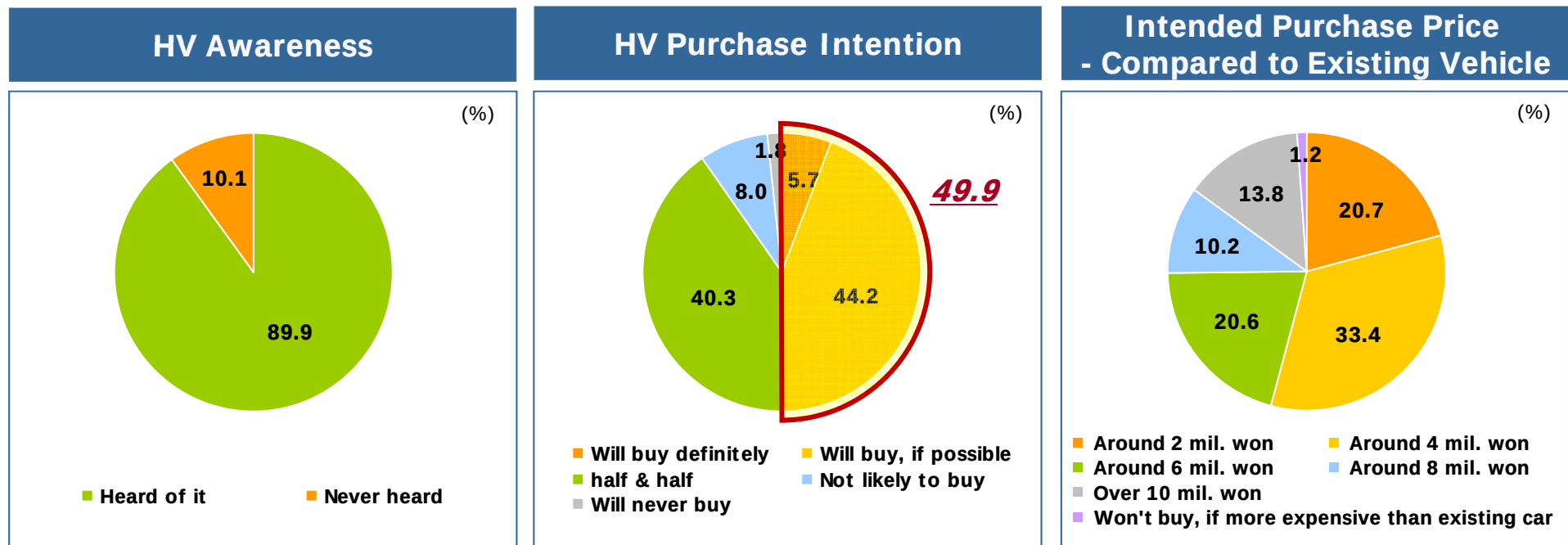
Q) 1. Have you heard of Electric Vehicle?

Q) 2. Do you intend to purchase EV, which has strengths as below?

Q) 3. How much are you willing to pay more for EV?

2. Purchase Plan for Hybrid Vehicle

- 89.9% of the drivers were aware of hybrid cars.
- Purchase intention for HV (Will purchase definitely + Will purchase, if possible) was 49.9%.
- Intended purchase price had the most opinion on 'Around 4 million won' (33.4%) more expensive than existing vehicle.



* Target: Vehicle drivers, 15,313 persons

Q) 4. Have you heard of Hybrid Vehicle?

Q) 5. Do you intend to purchase HV, which has strengths as below?

Q) 6. How much are you willing to pay more for EV?