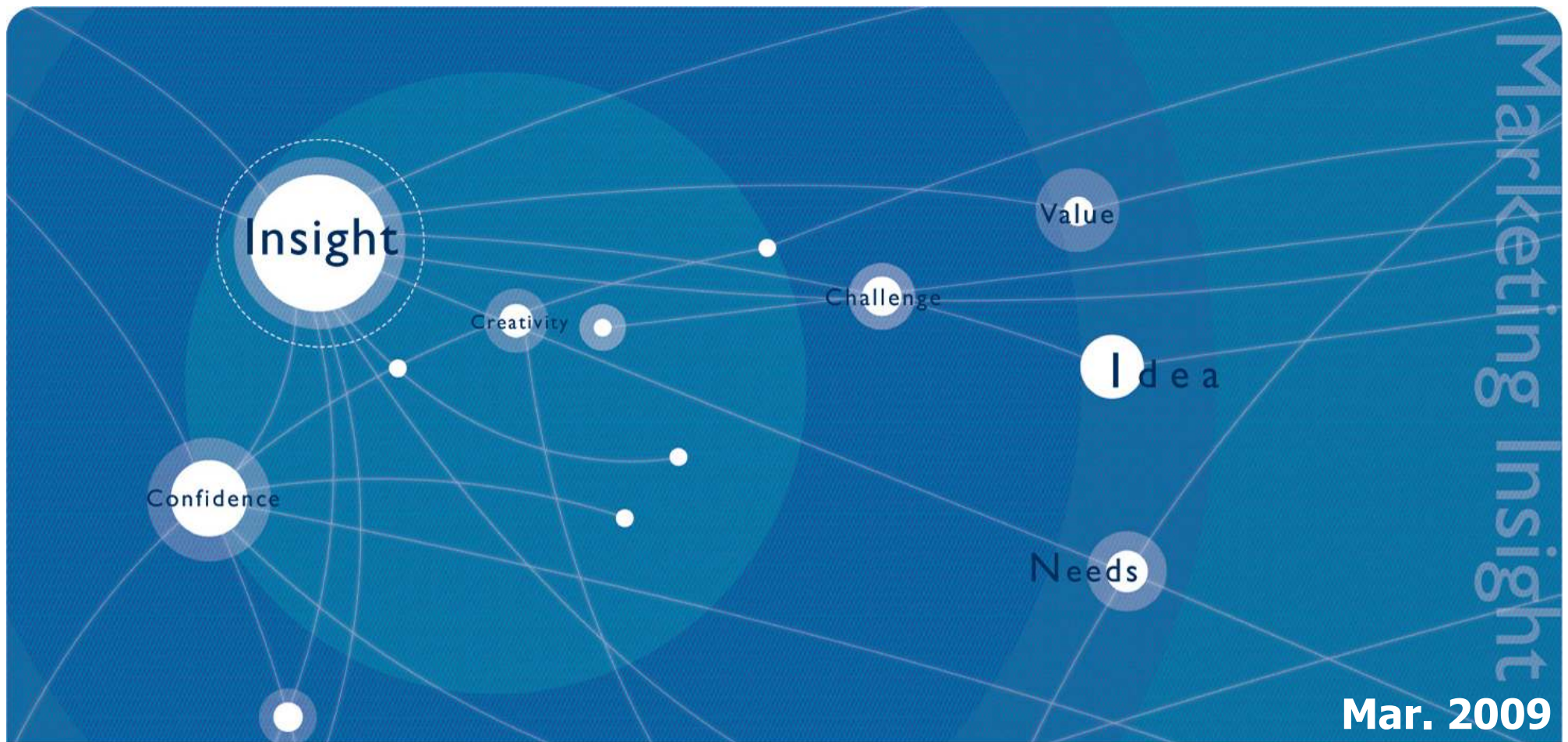




2008 Automotive Consumer Usage & Attitude

- 2008 Syndicated Automotive Study Result -

Marketing **Insight**

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2008 Automotive Consumer U & A



Marketing Insight Inc. (www.mktinsight.co.kr, CEO: Kim, Jin-kook) is an automotive marketing research company that has been conducting large scale syndicated automotive studies on around 100,000 consumers every July (accumulated number of respondents: 950,000).

'2008 Automotive Consumer Usage & Attitude' is the result of a large-scale syndicated survey in the field of automobiles with new car buyers within past one year (July 2007 - June 2008). It should be a meaningful source to review and predict the consumer trend over the last five years (2004 - '08).

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< 2008 Automotive Syndicated Study Research Design >

- Research method: E-mail survey
- Research target: Vehicle owners among driving license holders, intenders planning to purchase a vehicle by first half of 2010
- Sample size: 95,472 persons
- Research period: July 2008

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14. Mobile Navigation Service Usage

- 'T-Map' (57.5%) came first in awareness of mobile navigation service.
- Among the drivers having the mobile phone with mobile navigation service, only 23.2% of them used it.
- 45.9% (Very satisfied + Satisfied) of the service users were satisfied with their mobile navigation service.

Awareness of mobile navigation service

Q) 1. Have you heard of mobile navigation service such as T-map (Nate drive), K-ways (Show navigation), EZ navigation?
Please check all that apply.

	(%)
▪ T-Map	57.5
▪ K-way	29.7
▪ EZ navigation	20.1
▪ I have heard none of them.	25.5

* Car drivers, 4,056 persons

Status of mobile navigation service usage

Q) 2. How often do you use mobile navigation service?

	(%)
▪ I have used none of them.	76.8
▪ Less once per month	8.9
▪ Once or twice per week	5.0
▪ From once to four times per week	5.3
▪ Once or twice per month	3.9

* The car drivers who have the phone with function of mobile navigation service, 1,059 persons

Satisfaction of mobile navigation service

Q) 3. How satisfied are you with mobile navigation service?

	(%)
▪ Very satisfied	8.3
▪ Satisfied	37.6
▪ Neutral	41.2
▪ Dissatisfied	10.2
▪ Very dissatisfied	2.6

* The car drivers who use mobile navigation service, 246 persons

14. Mobile Navigation Service Usage

- 55.4% of users using mobile navigation service answered 'I intend to continuous use'.
- Among the drivers not using mobile navigation service, 1/4 of them indicated 'Intention to use' (25.3%).
- The most mentioned reason for not using was 'Expensive monthly usage cost' (35.4%).

Intention on future continuous use of mobile navigation service

Q) 4. Do you intend to continuous use mobile navigation service (T-Map, K-ways, EZ navigation)?

	(%)
▪ I intent to continuous use very much.	14.4
▪ I intent to continuous use.	41.0
▪ I don't intend to use.	13.6
▪ I will never intend to use.	1.8
▪ I don't know.	29.2

* The car drivers who use mobile navigation service, 246 persons

Intention on future use of mobile navigation service

Q) 5. Do you intend to use mobile navigation service (T-Map, K-ways, EZ navigation)?

	(%)
▪ I intent to use very much.	3.2
▪ I intent to use.	22.1
▪ I don't intend to use.	26.0
▪ I will never intend to use.	20.0
▪ I don't know.	28.8

* The car drivers who don't use mobile navigation service, 3,811 persons

Reasons for not intending to use mobile navigation service

Q) 6. What is the reason for not intending to use mobile navigation service? Please check all that apply.

	(%)
▪ Expensive monthly usage cost	35.4
▪ Small display screen	22.7
▪ Lack of value-added features, service and etc.	19.4
▪ Inconvenient to use	8.8
▪ Inaccurate navigation information	1.1
▪ Other	12.6

* The car drivers who don't have intention to use mobile navigation service, 1,751 persons