

Get a head start with TNS Automotive!

Are you optimising the effectiveness of your advertising? Wondering how committed your customers are? Needing to gain market advantage? Wanting to make your brand stand out from the crowd?

TNS Automotive, No. 1 automotive market information company worldwide, can help you stay ahead in this ever-changing industry by responding to these challenges and many more.

In today's increasingly competitive market our clients need more than just the facts; they want insight, intelligence and advice. That's why we use our global intelligence to deliver true insight and added value to allow you to make effective and innovative business decisions.

Our international network of over 250 expert researchers, dedicated to the automotive sector, combines the latest research techniques and in-depth market knowledge to provide analysis and specialist research solutions in over 50 countries in Europe, the Americas and Asia Pacific. In this way we can see the big picture and listen to local market needs.

All of the big names within the automotive industry benefit from our world leading services including:

- Vehicle manufacturers (cars and HGVs)
- Tyre manufacturers
- Oil companies
- Component suppliers
- Repair specialists
- Parts distributors
- Dealerships
- Advertising consultancies.

We tailor our research solutions to your requirements:

- Global or local
- Quantitative or qualitative
- Customised or syndicated
- Business-to-Business or Business-to-Consumer
- Internet, telephone, face to face, mailing or mystery shopping methodologies.



We offer a complete portfolio of research services based on over 40 years' specialist experience of the industry. Here are some of the many ways in which we can help you keep one step ahead of the competition.

Market analysis

Market quantification – To determine the market size and market share and to forecast market evolution.

Competitor analysis – To evaluate competitor activity and reveal potential business opportunities.

Scenario studies – To predict the future, providing relevant data early so that you can make more informed, effective decisions.

Usage and attitude studies – To understand consumer needs and behaviour in relation to an automotive product or service.

Marketing mix

Concept and product tests – To test the feasibility of an automotive concept, product or service with a specific target audience.

Car clinics – To test tomorrow's car buyers' acceptance and perceptions of cars at various stages of the product development process. TNS Automotive is a leading supplier of car clinics, whether static or dynamic, across three continents.

Pricing studies – To determine how changes in pricing policy may affect a client's business.

Quality studies – To monitor the quality of products or services in the automotive market, for example after-sales service, financial services etc.

Promotion research – To gain a unique and in-depth understanding of all promotional activity that takes place at the time of vehicle purchase and its impact on the transaction price of the cars.

Distribution research – To monitor the performance of a dealer network or retail outlet in terms of sales, quality standards, pricing and promotional policies.

Measuring satisfaction

Customer satisfaction – To measure the level of satisfaction and analyse expectations among customers or businesses in relation to automotive products or services.

Dealer satisfaction – To measure the level of satisfaction among participating vehicle manufacturer dealers compared to the competition.

40 years of research experience in the automotive industry.

Mystery shopping – To measure a customer's experience at a retail outlet and to determine how satisfied customers are with the buying experience.

Communications and brand building

Brand image – To reveal how a brand is perceived in the marketplace and evaluate strengths of the brand image.

Corporate research – To study the corporate reputation and positioning strategies of automotive companies.

Advertising tracking – To evaluate the performance of advertising campaigns and help optimise media spending.

Online presence – To evaluate the effectiveness and ease of navigation of automotive company websites.

For these research types and many more besides, our expert researchers are on hand to guide you through every step of the research process according to your specific requirements.

Web portal system

An increasing number of our clients benefit from a secure online delivery of research information via our web portal system TNSInfo. This system also works as a communications tool internally, increasing our ability to share information, knowledge and ideas easily around the network.

Quality assurance

As a testament to our quality commitment, TNS is a member of Esomar, Adetem, Syntec, Irep, ARF and IAB and is fully ISO 9001 certified which ensures services of the highest quality.

At TNS Automotive we understand the world our clients live in, interpreting the opportunities and threats that face them. We understand what is happening today and what will happen tomorrow, providing intelligence that cuts through the abundance of information received on a daily basis.

Why choose TNS Automotive?

- Dedicated international automotive teams
- 40 years of automotive experience
- Advanced research solutions and techniques
- Pro-active approach, delivering more insight, deeper understanding and more recommendations.

About TNS Automotive

Teams of researchers dedicated to the automotive sector combine in-depth market knowledge, the latest research techniques and sophisticated technology to provide immediate and informed market measurement, analysis and insight for all your research requirements, be they global or local, customised or syndicated, quantitative or qualitative.

We act as your **sixth sense of business™**.

About TNS

TNS is one of the world's leading market information groups. We provide market measurement, analysis and insight through our global network of operating companies in 70 countries. Working with national and multi-national organisations, we help our clients to develop effective business strategies and enhance relationships with their customers. In July 2003, the group completed the acquisition of NFO WorldGroup, Inc. Further information on TNS can be found on www.tns-global.com

No. 1 worldwide in automotive research.

For further information and your local automotive contact see our website at www.tns-global.com/automotive or email your enquiry to automotive@tns-global.com