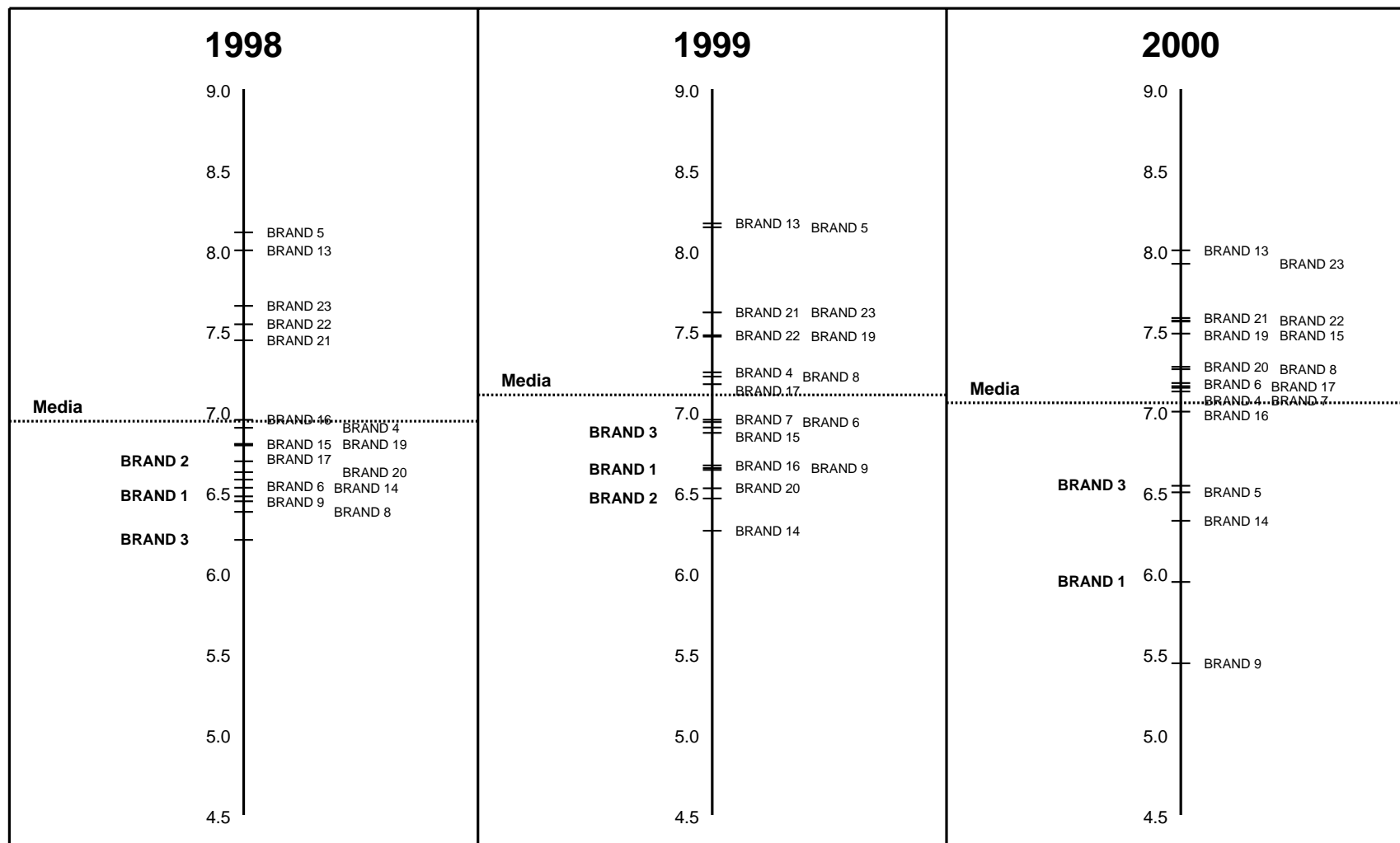


SATISFACTION SURVEY 2000

UK

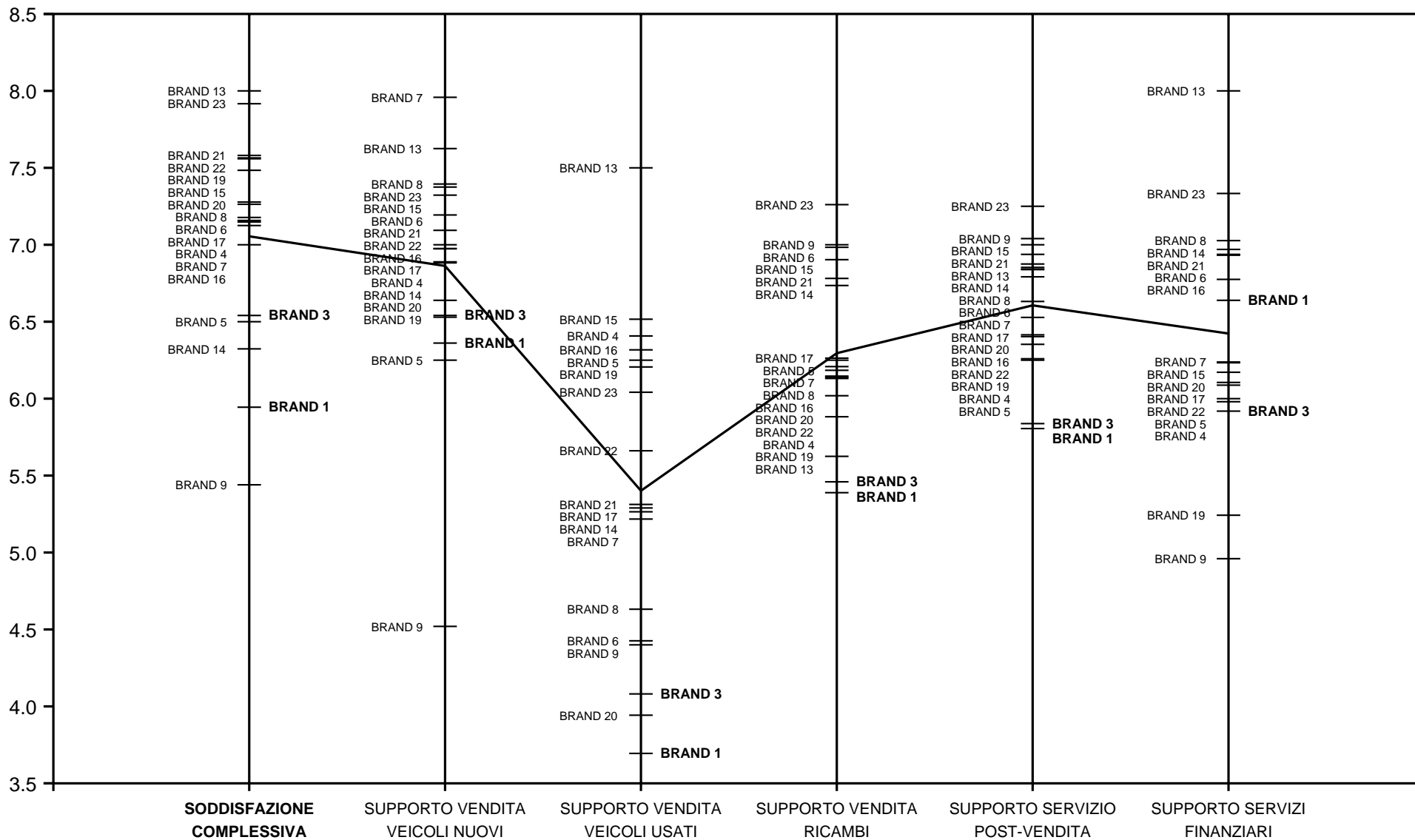
LIVELLO DI SODDISFAZIONE COMPLESSIVA NEI CONFRONTI DELLA CASA

(1=Completamente insoddisfatto, 10=Completamente soddisfatto)



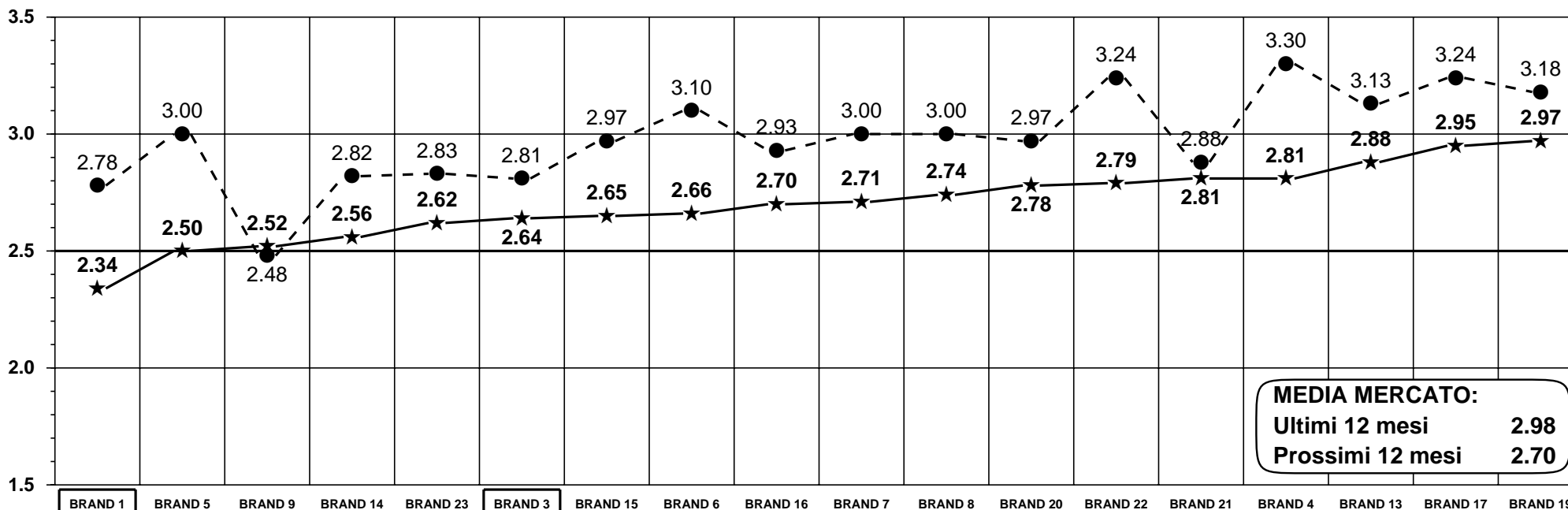
SATISFAZIONE SURVEY 2000 UK

LIVELLO SODDISFAZIONE NEI CONFRONTI DELLA CASA



SATISFACTION SURVEY 2000 UK

PREVISIONE ANDAMENTO MERCATO

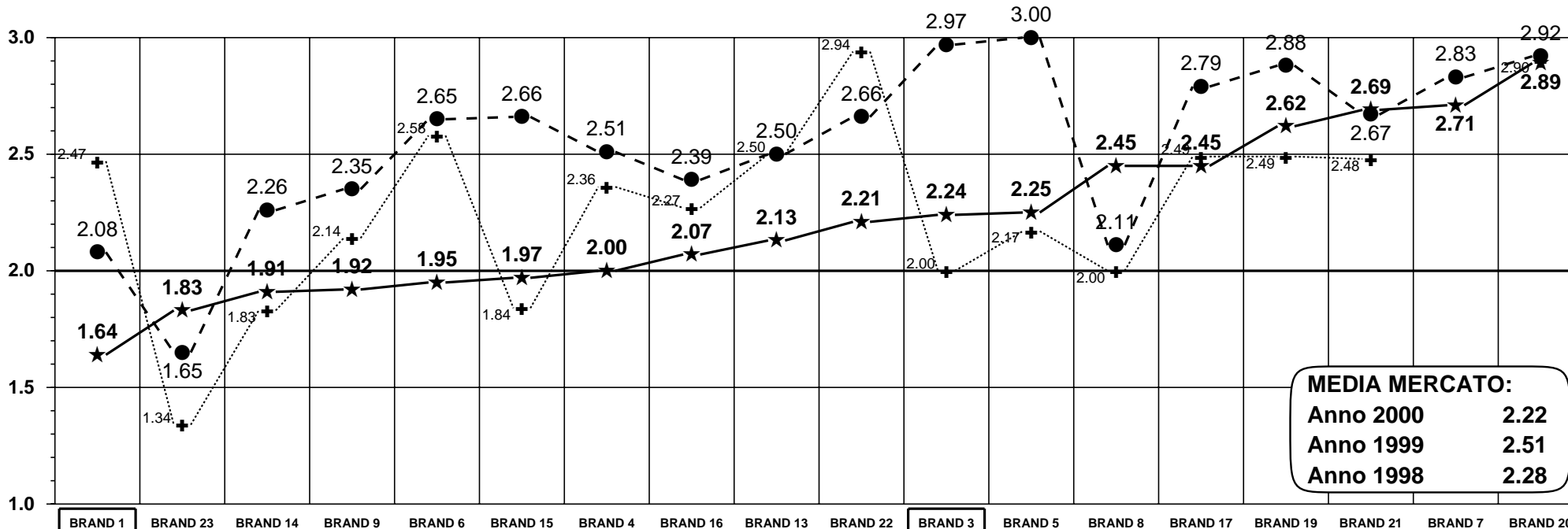


— ★ — Andamento mercato prossimi 12 mesi - - - ● - - - Andamento mercato ultimi 12 mesi

1 --> Molto negativo 2 --> Abbastanza negativo 3 --> Abbastanza positivo 4 --> Molto positivo

SATISFACTION SURVEY 2000 UK

PREVISIONE ANDAMENTO MARCA VENDUTA (prossimi 12 mesi)



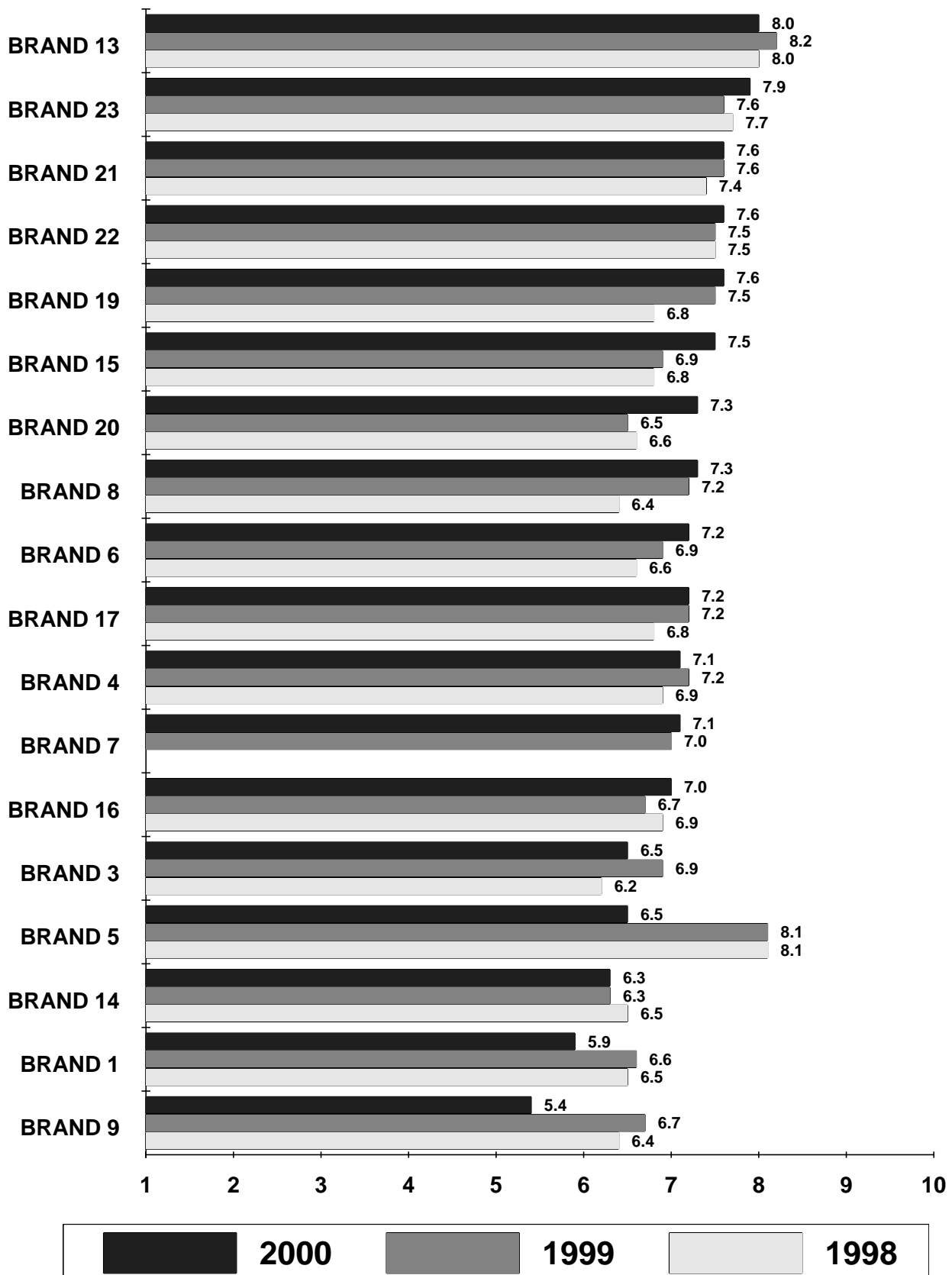
—★— 2000 - - - ● - - - 1999 + 1998

3 --> IN CRESCITA 2 --> STABILE 1 --> IN FLESSIONE

SATISFAZIONE SURVEY 2000 UK

SODDISFAZIONE COMPLESSIVA NEI CONFRONTI DELLA CASA

(1=Completamente insoddisfatto, 10=Completamente soddisfatto)



SATISFACTION SURVEY 2000

UK

LIVELLO SODDISFAZIONE NEI CONFRONTI DELLA CASA

	BRAND 1	BRAND 3	BRAND 4	BRAND 5	BRAND 6	BRAND 7	BRAND 8	BRAND 9	BRAND 13	T.M.
SODDISFAZIONE COMPLESSIVA	5.94	6.54	7.15	6.50	7.18	7.12	7.26	5.44	8.00	7.05
SUPPORTO VENDITA VEICOLI NUOVI	6.36	6.54	6.89	6.25	7.19	7.96	7.39	4.52	7.62	6.86
SUPPORTO VENDITA VEICOLI USATI	3.69	4.08	6.41	6.25	4.43	5.22	4.63	4.40	7.50	5.40
SUPPORTO VENDITA RICAMBI	5.39	5.46	6.02	6.25	6.98	6.21	6.18	7.00	5.62	6.30
SUPPORTO SERVIZIO POST-VENDITA	5.81	5.84	6.26	6.25	6.84	6.79	6.84	7.04	6.88	6.61
SUPPORTO SERVIZI FINANZIARI	6.64	5.92	5.98	6.00	6.93	6.24	7.03	4.96	8.00	6.42

	BRAND 14	BRAND 15	BRAND 16	BRAND 17	BRAND 19	BRAND 20	BRAND 21	BRAND 22	BRAND 23	T.M.
SODDISFAZIONE COMPLESSIVA	6.32	7.48	7.00	7.16	7.56	7.28	7.58	7.56	7.92	7.05
SUPPORTO VENDITA VEICOLI NUOVI	6.88	7.32	6.98	6.97	6.53	6.64	7.09	7.00	7.38	6.86
SUPPORTO VENDITA VEICOLI USATI	5.26	6.52	6.32	5.29	6.21	3.94	5.31	5.66	6.04	5.40
SUPPORTO VENDITA RICAMBI	6.74	6.90	6.15	6.26	5.88	6.14	6.78	6.13	7.26	6.30
SUPPORTO SERVIZIO POST-VENDITA	6.85	7.00	6.41	6.63	6.35	6.53	6.94	6.40	7.25	6.61
SUPPORTO SERVIZI FINANZIARI	6.97	6.23	6.78	6.11	5.24	6.17	6.94	6.09	7.33	6.42

Valori SUPERIORI alla relativa media MERCATO

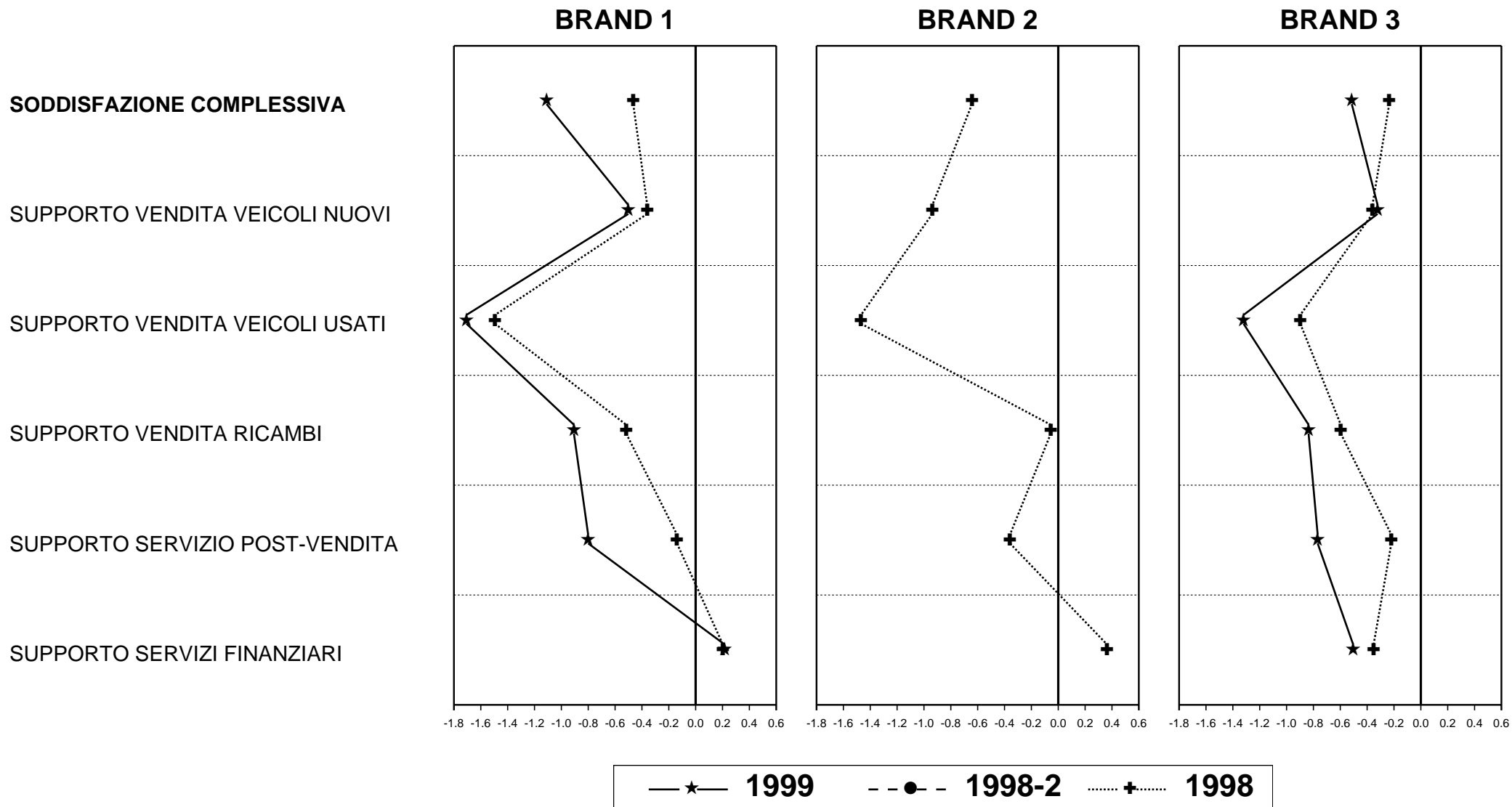


Valori INFERIORI alla relativa media MERCATO



SATISFAZIONE SURVEY 2000 UK

LIVELLO SODDISFAZIONE NEI CONFRONTI DELLA CASA



SATISFACTION SURVEY 2000

UK

SCOSTAMENTO LIVELLO SODDISFAZIONE NEI CONFRONTI DELLA CASA DALLA MEDIA MERCATO

	BRAND 1			BRAND 3			BRAND 4			BRAND 5			BRAND 6			BRAND 7			BRAND 8			BRAND 9			BRAND 13			T.M.		
	97	98	99	97	98	99	97	98	99	97	98	99	97	98	99	97	98	99	97	98	99	97	98	99	97	98	99	97	98	99
SODDISFAZIONE COMPLESSIVA	-0.5	-0.5	-1.1	-0.7	-0.2	-0.5	0.0	0.1	0.1	1.2	1.0	-0.6	-0.4	-0.2	0.1	-0.2	0.1	-0.6	0.1	0.2	-0.5	-0.5	-1.6	1.1	1.1	0.9	6.9	7.1	7.1	
SUPPORTO VENDITA VEICOLI NUOVI	0.3	-0.4	-0.5	0.0	-0.4	-0.3	-0.5	-0.2	0.0	0.7	1.0	-0.6	-0.3	0.2	0.3	1.0	1.1	-0.2	0.4	0.5	-0.7	-0.7	-2.3	1.4	0.6	0.8	6.8	6.9	6.9	
SUPPORTO VENDITA VEICOLI USATI	-1.0	-1.5	-1.7	-0.2	-0.9	-1.3	-0.5	0.3	1.0	1.8	2.2	0.8	-0.6	-0.3	-1.0	0.5	-0.2	-1.6	-1.3	-0.8	0.3	0.0	-1.0	2.1	2.2	2.1	4.7	5.2	5.4	
SUPPORTO VENDITA RICAMBI	-0.4	-0.5	-0.9	-0.3	-0.6	-0.8	-0.2	-0.3	-0.3	0.6	1.2	0.0	0.6	0.7	0.7	0.2	-0.1	-0.8	0.3	-0.1	0.3	0.1	0.7	0.7	0.5	-0.7	6.4	6.5	6.3	
SUPPORTO SERVIZIO POST-VENDITA	-0.4	-0.1	-0.8	-0.1	-0.2	-0.8	-0.3	-0.3	-0.3	0.6	0.6	-0.4	0.0	-0.1	0.2	0.4	0.2	-0.2	0.6	0.2	0.4	0.2	0.4	0.6	0.8	0.3	6.6	6.7	6.6	
SUPPORTO SERVIZI FINANZIARI	0.1	0.2	0.2	-0.5	-0.4	-0.5	-1.0	-0.3	-0.4	1.3	1.2	-0.4	-0.4	0.2	0.5	0.5	-0.2	0.2	0.5	0.6	-1.2	-1.3	-1.5	1.9	1.2	1.6	6.3	6.5	6.4	

	BRAND 14			BRAND 15			BRAND 16			BRAND 17			BRAND 19			BRAND 20			BRAND 21			BRAND 22			BRAND 23			T.M.		
	97	98	99	97	98	99	97	98	99	97	98	99	97	98	99	97	98	99	97	98	99	97	98	99	97	98	99	97	98	99
SODDISFAZIONE COMPLESSIVA	-0.4	-0.8	-0.7	-0.1	-0.2	0.4	0.0	-0.4	-0.1	-0.2	0.1	0.1	-0.1	0.4	0.5	-0.3	-0.6	0.2	0.5	0.5	0.5	0.6	0.4	0.5	0.7	0.5	0.9	6.9	7.1	7.1
SUPPORTO VENDITA VEICOLI NUOVI	0.0	-0.4	0.0	0.0	0.4	0.5	0.0	-0.1	0.1	0.2	0.1	0.1	-0.7	-0.2	-0.3	-1.1	-1.0	-0.2	0.0	0.1	0.2	0.0	-0.2	0.1	0.3	0.5	0.5	6.8	6.9	6.9
SUPPORTO VENDITA VEICOLI USATI	0.8	-0.2	-0.1	0.8	1.1	1.1	0.1	0.5	0.9	0.0	0.1	-0.1	-1.2	-0.4	0.8	-1.3	-1.7	-1.5	0.7	-0.2	-0.1	-0.1	0.1	0.3	1.1	1.3	0.6	4.7	5.2	5.4
SUPPORTO VENDITA RICAMBI	0.1	0.0	0.4	-0.2	0.1	0.6	0.0	0.1	-0.1	-0.1	-0.2	0.0	-0.4	-1.0	-0.4	-0.2	-0.6	-0.2	0.0	-0.3	0.5	-0.2	-0.6	-0.2	0.5	0.9	1.0	6.4	6.5	6.3
SUPPORTO SERVIZIO POST-VENDITA	0.2	0.0	0.2	-0.2	-0.1	0.4	-0.1	-0.3	-0.2	0.0	-0.1	0.0	-0.4	-0.7	-0.3	-0.4	-1.1	-0.1	0.3	-0.1	0.3	-0.5	-0.1	-0.2	0.6	0.6	0.6	6.6	6.7	6.6
SUPPORTO SERVIZI FINANZIARI	0.7	0.5	0.5	-0.9	-0.6	-0.2	0.0	-0.9	0.4	0.1	0.0	-0.3	-0.6	-0.5	-1.2	-0.6	-0.6	-0.3	0.5	0.0	0.5	-0.7	-0.7	-0.3	0.7	0.6	0.9	6.3	6.5	6.4

SATISFACTION SURVEY 2000 UK

SODDISFAZIONE COMPLESSIVA - DISTRIBUZIONE VOTI

	BRAND 1		BRAND 3		BRAND 4		BRAND 5		BRAND 6		BRAND 7		BRAND 8		BRAND 9		BRAND 13		T.M.	
	98	99	98	99	98	99	98	99	98	99	98	99	98	99	98	99	98	99	98	99
% VOTI																				
1-4	0.0	5.6	0.0	5.4	0.0	1.9	0.0	25.0	0.0	0.0	7.5	0.0	0.0	5.3	10.0	16.0	0.0	0.0	2.6	3.9
5-6	41.7	55.6	26.3	27.0	12.2	16.7	0.0	0.0	12.9	11.3	15.0	25.0	19.6	10.5	25.0	60.0	0.0	0.0	19.8	19.5
7-8	55.6	38.9	73.7	67.6	87.8	77.8	85.7	75.0	87.1	85.5	70.0	70.8	69.6	78.9	65.0	24.0	66.7	87.5	71.5	70.1
9-10	2.8	0.0	0.0	0.0	0.0	3.7	14.3	0.0	0.0	3.2	7.5	4.2	10.9	5.3	0.0	0.0	33.3	12.5	6.0	6.5
Valore medio	6.64	5.94	6.87	6.54	7.24	7.15	8.14	6.50	6.94	7.18	6.95	7.12	7.22	7.26	6.65	5.44	8.17	8.00	7.10	7.05

	BRAND 14		BRAND 15		BRAND 16		BRAND 17		BRAND 19		BRAND 20		BRAND 21		BRAND 22		BRAND 23		T.M.	
	98	99	98	99	98	99	98	99	98	99	98	99	98	99	98	99	98	99	98	99
% VOTI																				
1-4	4.8	5.9	1.6	0.0	5.6	0.0	4.3	2.6	0.0	0.0	5.0	0.0	0.0	0.0	0.0	1.6	3.8	0.0	2.6	3.9
5-6	50.0	41.2	23.0	9.7	27.8	19.5	8.5	18.4	16.3	8.8	50.0	25.0	10.3	9.7	7.9	8.1	7.7	4.2	19.8	19.5
7-8	45.2	52.9	75.4	83.9	66.7	80.5	83.0	71.1	74.4	76.5	40.0	58.3	82.1	83.9	84.2	79.0	76.9	70.8	71.5	70.1
9-10	0.0	0.0	0.0	6.5	0.0	0.0	4.3	7.9	9.3	14.7	5.0	16.7	7.7	6.5	7.9	11.3	11.5	25.0	6.0	6.5
Valore medio	6.26	6.32	6.90	7.48	6.67	7.00	7.17	7.16	7.47	7.56	6.53	7.28	7.62	7.58	7.47	7.56	7.62	7.92	7.10	7.05

SATISFACTION SURVEY 2000 UK

QUALE MARCA O MARCHE PREFERIREBBE ? TOTAL BRAND 1 A GROUP

