



AUTOMOTIVE PROFILE QUESTIONNAIRE

FINANCIAL:

1- Do you have a pre-determined budget?

Price range of vehicle

Monthly budget, if applicable

2- How do you plan to pay?

Buy out 100%

Lease it, on how many months 36 48 60

Finance it, on how many years 1 2 3 4 5 6 7 8

Require assistance to evaluate payments? Y N

3- What is the approximate insurance cost you expect to pay per year?

\$500 \$1,500 - \$2,000

\$500 - \$1000 \$2,000 - \$2,500

\$1000 - \$1,500 Over \$2,500

4- How will you finance your purchase?

Finance with no cash down

Finance with cash down

Lease with no cash down

Lease with cash down

Buy out 100%

5- How many years on average do you keep your vehicle?

2 5

3 More than 5 please specify

4

6- Do you have a trade-in or end of leased vehicle?

Trade-in Year Make Model

End of lease, indicate Year Make Model End

No

AUTOMOTIVE PROFILE QUESTIONNAIRE

FUEL EFFICIENCY:

7- How many miles do you drive per year?

Last 12 months

Average of last 10 years (Approximatly)

8- What is your targeted gas consumption for your new car?

30 mpg plus 20-30 mpg 15-20 mpg

What are you obtaining now? City Highway Combined

REWARD:

9- Do you have a preferred vehicle (S)? Yes No

If yes, which one is it? 1

2

10- What are your dream car choices? 1

2

3

RELIABILITY:

11- Please identify your present vehicle and your previous 3 vehicles with year purchased new or used.

	Year	Make	Model	New/Used
Present				
Past 1				
Past 2				
Past 3				

12- Which is your preferred manufacturer builder based on region? (You may select more than one)

American European Japanese / Asian Pacific No preference

13- How would you rate your previous car buying process with dealership?

This is my first time

I am satisfied of my previous experience

I am not satisfied with my past experience

Reason

AUTOMOTIVE PROFILE QUESTIONNAIRE

SAFETY:

14- What are your safety requirements?

- | | |
|-----------------------|------------------------------|
| Front airbags | Back up camera system |
| Side airbags | Tire pressure sensor |
| ABS brakes | Brake assist |
| Traction control | Vehicle safety control |
| Integrated baby seats | Electronic stability control |
| Other: | |

15- Indicate your vehicle preference for your next purchase? (You may choose more than one)

- | | |
|-------------------------------|------------|
| Passenger car | Pick-up |
| All wheel drive passenger car | Luxury car |
| S.U.V. with all wheel drive | Hybrid car |
| Mini Van | Other: |

LIFESTYLE:

16- Which door configuration do you prefer?

- | | |
|---------------|-----------------------|
| 2 doors | 2 or 4 door hatchback |
| 4 doors sedan | 5 or more |
| Other: | |

17- What is your vehicle's primary usage?

- | | |
|---------------|-------|
| Work | Other |
| Personal | |
| Entertainment | |

18- Select your travel requirements?

- Travel from home to work
- Travel long distance, weekly or monthly
- Pull trailer - how many lbs

19- Select personal usages:

- | | |
|------------------------------------|------------------------------|
| Trunk capacity required | Go fishing |
| Car pooling - work/school | Go hunting |
| Shopping - Trunk or Hatch | Go camping / hiking |
| Bring children to sport activities | Pull trailer - how many lbs? |
| Pets - How many | |

AUTOMOTIVE PROFILE QUESTIONNAIRE

COMFORT:

20- What type of seating arrangement do you prefer?

- Bucket seats
- Bucket seats with center arm rest
- Bench Type
- Other:

21- What type of drive do you prefer?

- Soft ride
- Firm ride
- Combination of both
- Sport ride only

VISIBILITY:

22- What is your visibility preference?

- Large windows area
- Small window area
- Rear window type

23- How important is your visibility?

- High importance
- Not an issue
- Outward
- Front Hood
- Rear trunk
- Rear window

TECHNOLOGY:

24- What type of engine technology do you prefer?

- Gasoline
- Hybrid
- Electric
- Diesel

PERFORMANCE:

25- What type of driver do you consider yourself to be?

- Defensive
- Offensive
- Combination of both