

Car people.

We see things from
the same perspective that you do.



synovate

Motoresearch



We think cars, dream cars, live cars. What else is there anyway?

When two car people meet, they recognise each other instantly. That same glint in the eye. The same kind of stories to tell.

It's the most practical of tools, but an automobile has the power to light an emotional fire. Success in the car business goes to those best able to appeal to the reason and emotions of car buyers.

Our passion to understand cars and car buyers has grown into a global network of dedicated motor researchers. All of us have gasoline pumping through our veins – in fact, many of our top people have worked for the world's leading automotive marques.

We're good at what we do because we love what we do. We're sure you'll understand that when you meet us.



Driving. The feeling's universal. So how could we not be global?

The automobile business is an international industry with fast-moving players who operate without borders. There is relentless pressure to change. What effect will spiralling oil prices have? How should you react to new legislation? And what about the environment?

If you're in the car business, you need a global market research partner – or you risk not knowing how to handle the conditions coming around the next bend.

Synovate Motoresearch offers specialised automotive research professionals in more than 20 countries across 6 continents, backed by almost 5,000 Synovate employees.

We are the only automotive sector researcher whose network is optimised for global, regional and local projects of every imaginable scale.

Because our people continually share what they learn with each other, we can bring you a global perspective – or insights tailored to a single market.

Synovate Motoresearch is like a fully equipped dashboard... You drive, we'll help you navigate.



We're not only car drivers, we're business drivers too.

We've been monitoring alternative fuels and advanced propulsion technologies for over five years now. Our insight has helped clients position their new technologies, such as hybrid engines, and helped them understand consumer reactions to the impact of vehicle use and vehicle manufacturing on our environment.

Fresh thinking from Synovate Motoresearch includes the advanced virtual vMAR car clinics that deliver insights quicker and cheaper. Then there's our ability to use the unique Synovate Censydiam model or ethnography to uncover the psychological motivations of consumers. Or how about The Optioniser – our tool that helps you package vehicles with the most attractive feature mix.

As for the understanding and breakthroughs that have resulted from our passion for cars, we have plenty of examples we'd love to show you in person.

Get in touch with us today. We're keen to take you on a test drive.

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