



Questionnaire ECO:DRIVE & MY:CAR

Thank you for filling in this questionnaire. It should only take a few minutes and your feedback will really help us improve our service to you.

This questionnaire will ask you about:

A Voi

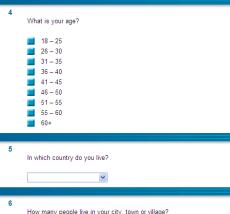
B- Your eco:Drive experience

C- Your ca

Total 26 Questions, Approximate time of completion 5 min.

A. About you





How many people live in your city, town or village?

0 - 5,000 5000 - 10,000 10,000 - 20,000 20,000 - 50,000 50,000 - 100,000 100,000 - 500,000

500,000+

Are	you covered by	y one of the	tollowing?			
	Servicing plan Fiat manufact Fiat extended Third party ex Roadside ass	turer's warra I warranty ctended warr	•			
Hov	do you feel al	bout checkir	ng the condition	on of your car?		
	I hate it and never do it. I know I need to do it but would rather have someone else do it me.					
	I'm quite interested in how my car works and like to do checks					
	myself. For me maintaining my car is almost a hobby. I like to do it regularly.					
	/ important are		•			
	1	2	3	4	5	
To r	make sure that	everything i	is fine and I do	on't have a brea	akdown	
Tog	jet the best pe	rformance o	ut of my car			
	1	2	3	4	_5	
To a	void costly rep	pairs				
	1	2	_3	4	_5_	
Tor	maximise the re	esale value	of my car	4	_5	

If eco.Drive included a feature that allowed you to check the condition of your car and gave you advice on how to improve it, would this interest you?

Not at all interesting	Not very interesting	Quite interesting	Interesting	Very interesting
1	2	3	4	_5

What would be the most attractive benefits of such a feature?

(Please mark the two most important benefits for you)

- Convenience my life would be easier because I could rely on the tool to monitor my car.

 Peace of mind I would worry less about my car breaking down, because the tool would aler me if there was a potential issue.

 Planning ahead I could plan my time and costs, because the tool would provide me with an overview of what needs to be done.

 Financial I could improve the general health of my car and maybe sall it at a binder price.
- sell it at a higher price.

 Help me sell I could have an official web certificate from Fiat to demonstrate my service history and the condition of my vehicle to a
- potential buyer.

 Help me communicate I could tell the garage directly what needs to be done to make sure they get it right.
- How interested would you be in receiving free quarterly email updates on the condition and running costs of your car?

Not at all interesting	Not very interesting	Quite interesting	Interesting	Very interesting
1	2	3	4	_5