



HELP US IMPROVE ECO:DRIVE

WE'D LOVE TO KNOW WHAT YOU THINK

Dear dinesh,

We're planning some exciting changes to eco:Drive. And as one of the very first eco:Drivers, we'd love to know what improvements you'd like to see. So please take a couple of minutes to fill in our simple questionnaire. We really appreciate your feedback. And with your help, we can make a world of difference.

[▶ START THE SURVEY](#)

Thanks for your help
The Fiat eco:Drive Team





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- You
- B- Your eco Drive experience
- C- Your car

Total 26 Questions, Approximate time of completion 5 min.

A. About you

1

Are you:

- ☐ Male
- ☐ Female

2

Which Fiat do you primarily drive?

- ☐ Fiat 500
- ☐ Fiat Punto Evo
- ☐ Fiat Grande Punto
- ☐ Fiat Bravo
- ☐ Fiat Croma
- ☐ Fiat Qubo
- ☐ Fiat Doblò

3

How long have you owned your current Fiat?

- ☐ Up to six months
- ☐ Six months to one year
- ☐ 1 to 2 years
- ☐ 3 years
- ☐ Longer

4

What is your age?

- ☐ 18 – 25
- ☐ 26 – 30
- ☐ 31 – 35
- ☐ 36 – 40
- ☐ 41 – 45
- ☐ 46 – 50
- ☐ 51 – 55
- ☐ 55 – 60
- ☐ 60+

5

In which country do you live?

6

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

- ☐ 0 – 5,000
- ☐ 5,000 – 10,000
- ☐ 10,000 – 20,000
- ☐ 20,000 – 50,000
- ☐ 50,000 – 100,000
- ☐ 100,000 – 500,000
- ☐ 500,000+

Questions marked with an asterisk (*) are mandatory.

B. Your eco:Drive experience

Only 20 questions to go, Approximate time of completion 3 min.

7 * Are you using eco:Drive at the moment?

☒ YES ☐ NO

Questions marked with an asterisk (*) are mandatory.

8 * For how long did you use eco:Drive, if at all?

- ☒ Never
- ☐ A few days
- ☐ 1 to 2 weeks
- ☐ 2 weeks to 2 months
- ☐ For longer

9 How interested would you be in receiving simple updates about the condition of your car?

- ☒ I have no interest.
- ☐ Fairly interested in email or text alerts if something is wrong.
- ☐ I would like information about my car's health on a regular basis.
- ☐ I would like to gain in-depth knowledge about the condition of my car.

10 How do you feel when you take your car to the garage?

- ☒ I have no idea about my car, but I trust my garage.
- ☐ I have no idea about my car and I don't trust most garages, as they will try to sell me anything.
- ☐ If the mechanic takes time to explain I can understand the matter.
- ☐ I know quite well what needs to be done and don't need much explanation.
- ☐ I'm an expert when it comes to cars and can talk on equal terms with the garage mechanic.

11 How often do you do basic maintenance checks of your car, like checking engine oil and tyre pressure?

- ☒ Every week
- ☐ Every month
- ☐ Every three months
- ☐ Every six months
- ☐ Once a year
- ☐ Only when I am going on a long drive
- ☐ Only if there's a problem
- ☐ Never

12 Are you covered by one of the following?

- ☐ Servicing plan
- ☐ Fiat manufacturer's warranty
- ☐ Fiat extended warranty
- ☐ Third party extended warranty
- ☐ Roadside assistance

13 How do you feel about checking the condition 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 for 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.

14 How important are the following reasons for maintaining your car?

(Please indicate on a scale of 1 = Not important at all, to 5 = Very important)

1 2 3 4 5

To make sure that everything is fine and I don't have a breakdown

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

To get the best performance out of my car

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

To avoid costly repairs

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

To maximise the resale value of my car

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

15	If ecoDrive 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

16	What would be the most attractive benefits of such a feature? <small>(Please mark the two most important benefits for you)</small>				
<input type="checkbox"/>	Convenience - my life would be easier because I could rely on the tool to monitor my car.				
<input type="checkbox"/>	Peace of mind - I would worry less about my car breaking down, because the tool would alert me if there was a potential issue.				
<input type="checkbox"/>	Planning ahead - I could plan my time and costs, because the tool would provide me with an overview of what needs to be done.				
<input type="checkbox"/>	Financial - I could improve the general health of my car and maybe sell it at a higher price.				
<input type="checkbox"/>	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.				
<input type="checkbox"/>	Help me communicate - I could tell the garage directly what needs to be done to make sure they get it right.				

17	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