

Selected References of CURTH+ROTH within the Automotive Industry

- **Daimler:** Positioning for a brand in the area of fleet management
- **General Motors :** Workshops with employees on requirements for an Intranet platform (in Germany, UK, Dubai)
- **Nissan:** Car-Clinic with consumers
- **Nissan:** Evaluation about the mindset of SUV and off-road car drivers
- **Honda:** Advertising research about for the new Civic
- **Piaggio:** Analysis of purchase drivers for motor scooters
- **Mann-Hummel:** Segmentation study with decision makers for motor filters
- **Continental:** Positioning studies for the truck tires department
- **eBay- motors:** Segmentation study about the market for commercial vehicles, several studies with professional customers, help with legal processes, advertising research, purchase driver analysis for the used car market
- **PSA:** Basis research for defining parameters for fuzzy logic systems - accompanied driving
- **IBM:** Studies about embedded systems, about car development with CATIA, about PLM (product life cycle management) for the automotive industry
- **AutoScout24:** Brand Positioning studies
- **Shell:** Several studies within the b-to-b segment, product innovation studies
- **Goodyear:** Purchase driver study (qualitative) with consumers
- **Yanmar:** Qualitative study (focus groups with BDMs)
- **Polaris Industries:** Ride Clinic with consumers
- **GAZ:** Car-Clinic study in the light commercial vehicle segment
- **Suzuki:** Qualitative branding study