

## MEDIA RELEASE

### Research Now Extends Automotive Panel Coverage in Key European Markets

**New detailed panel profiling to provide sample selected on the basis of the latest automotive market trends**

London, 14<sup>th</sup> July: Research Now, (LSE:RNOW), the leading European online fieldwork and panel specialists, today announced the launch of their up-to-the minute automotive panel profile screener. The screener, sent to a selection of their 900,000 strong online consumer panel members, has been designed to be used in a consistent manner across key European markets (UK, Germany, France, Italy and Spain).

The sub-panel screener is unprecedented in the level of detail covered. For example, panellist car ownership has been broken down across over 500 different models, covering all major brands from Audi to BMW, Citroen, Diahatsu, Fiat, Ford, Honda, Hyundai, Kia, Lancia, Land Rover, Lexus, Mazda, Mercedes Benz, Mini, Mitsubishi, Nissan, Peugeot, Renault, Rover, Saab, Seat, Smart, Toyota, Volvo, Volkswagen plus many more).

The panel is also profiled on the basis of intent to purchase a car, type of car purchased (new, second-hand, company car etc), methods of finance and insurance provider. It has also been designed to record information on where a car has been purchased – including information on authorised dealerships, car supermarkets and cross-European imports.

The panel also taps into the lucrative "after-sales" market. Following the proliferation of more high-end "luxury" car accessories into the mainstream market – Research Now can now also target owners of the latest car gadgets and gizmos, including handsfree kits, Ipod interface equipment, USB ports, tyre puncture warning systems, parking sensors and navigation systems.

**Research Now's Automotive Sampling Specialist, Aaron Simmons comments:**

"The automotive sub panel enables us to accurately assess the feasibility of finding very specific automotive sample for clients planning automotive studies. We know that some of the samples requested in the automotive sector can be difficult to target, so having an up-to-date, detailed profiled sub-panel allows us to actively advise clients on what can be achieved at the project planning stage. Equipped with this information, clients will be able to demonstrate added value to the automotive industry and its suppliers."

**ENDS**

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**Notes To Editors:**

**ABOUT Research Now**

- Research Now are the leading European online fieldwork and panel specialists
- Research Now owns the "Valued Opinions" family of panels across countries across Europe (UK, Germany, France, Italy, Spain, Republic of Ireland, Austria, Russia, Sweden, Poland, Denmark, The Netherlands, Norway, Finland, Portugal, Belgium, the Czech Republic and Greece) and Australia, comprising 900,000 panellists globally.
- Research Now's online panels are used by the leading research agencies and some of the world's best known companies
- Research Now floated on the AIM market of the London Stock Exchange in August 2005