



# PRESS RELEASE

objectivity/motor survey one

## WHAT SOUTH AFRICAN MOTORISTS REALLY WANT FROM VEHICLES

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A study released this week by specialist perception measurement firm Objectivity has shattered prevailing notions as to what motivates individuals to buy certain motor vehicles.

The perception study reveals that most South African motorists currently rank 'appearance/style' as the key factor in brand selection. Moreover, they rate Porsche, Jaguar and Jeep as the three best performing vehicles in this category, while Ford, Mazda, Nissan and Fiat are the only brands to register below the motorists' desired standards of performance.

Using Objectivity's unique perception measurement methodology, the study not only quantifies and prioritises the decision criteria of South African motorists regarding motor vehicles and their support services, but also quantifies their desired standards. It then further quantifies motorists' levels of awareness and perceptions held regarding vehicle brands and compares these to their desired standards of performance. The brands are then ranked against the decision criteria, in terms of their perceived performance.

In order of importance, these are the decision criteria that motivate motorists to select the brands they do, and the best and worst performers in respect of these criteria:

| Decision Criteria                | Highest rating/s       | Lowest rating/s            |
|----------------------------------|------------------------|----------------------------|
| 1 Appearance                     | Porsche, Jaguar & Jeep | Fiat                       |
| 2 Reliability                    | Jaguar                 | Isuzu & Opel               |
| 3 Comfort                        | Jaguar                 | Ford                       |
| 4 Fuel economy                   | Fiat & Renault         | Porsche                    |
| 5 Speed/performance              | Porsche                | Fiat, Isuzu, Mazda & Honda |
| 6 Brand name/image               | Porsche & Jeep         | Mazda                      |
| 7 Price/deal                     | Jaguar & Kia           | Ford, Isuzu & Nissan       |
| 8 Capacity/space                 | Land Rover             | Opel                       |
| 9 Safety                         | Volvo                  | Fiat                       |
| 10 Re-sale value/value-for-money | Mercedes & Jeep        | Opel                       |
| 11 Maintenance cost              | Kia                    | Porsche                    |
| 12 4x4/Off-road                  | Land Rover             | Audi                       |
| 13 Aftersales service            | Kia                    | Mitsubishi                 |

Clive Webster, Founder and Senior Partner at Objectivity comments: "When you view perceptions coldly, as they are laid out here, it is sometimes difficult for those in the business, and among the trees, to accept the prevailing reality of perceptions. That is why I like to stress that there is no such thing as truth and it's not to be confused with fact. Truth for each individual is their perceptions. It is the reality that pertains for them. And since perceptions motivate behaviour, it is important to accord them the necessary importance.

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For more information on the motor vehicle brand perception study, call Objectivity on 011465-7160.

**About Objectivity**

Objectivity is South Africa's only specialist perception measurement and management firm. The company was established in 1982 by founder and senior partner Clive Webster. For more information, visit: [www.objectivity.co.za](http://www.objectivity.co.za)

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Compiled by, and to contact, on behalf of Objectivity (Pty) Ltd.:

Tracey-Ann Carroll  
Anti-Clockwise  
Tel: +27 11 315-1448  
Fax: +27 11 805-4176  
e-mail: [tracey@anticlockwise.co.za](mailto:tracey@anticlockwise.co.za)