

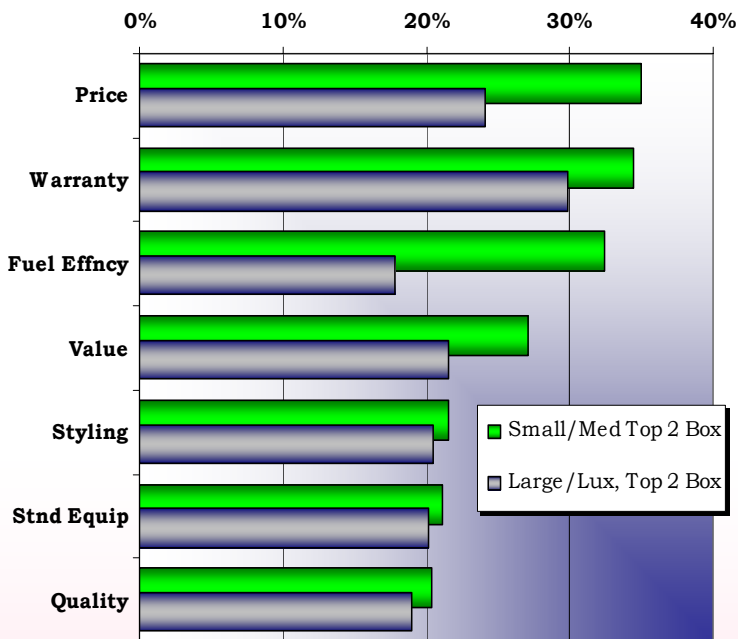
HYUNDAI UPMARKET LOST IN TRANSLATION?

Hyundai continues to **expand its product line-up** with the launch of Genesis.. TNS investigated the extent to which consumers' perceptions of Hyundai's **small and mid-size models** are **translating to its large and luxury models**. Results are from 2,500 consumers who were asked to rate small/medium and large/luxury Hyundai models **relative to rivals**..

Accent



Genesis



How would you rate [vehicle size] Hyundai vehicles compared to rivals based on the following?

Price, warranty, fuel efficiency, and value were reported as the **greatest strengths** of Hyundai's small and medium models relative to rivals. These strengths have **not translated** to its **large and luxury** models, other than possibly warranty (though Hyundai is currently publicizing that it has "America's Best Warranty"). The attributes with the smallest differences are relatively **weak for both** vehicle size categories. **Quality** was near the bottom for both sets of vehicles despite quality gains reported in several industry reports. The gap between **price and value** for small/ midsize models may be explained by the weaker results for quality and standard equipment.

The perceived strengths of the established models **have not transferred** to the newer ones (the larger and luxury models) and even the established models face **some challenges**. Logical next steps include identifying what is **impeding perceptions of Hyundai vehicles** in general (bottom set of attributes) and what is **impeding transfer of the positive attributes** (top set of attributes). This should include results for specific Hyundai models and rivals. From there, Hyundai needs to identify which attributes specifically **drive or inhibit consideration** and ensure that messaging addresses accordingly.

TNS is the world's foremost provider of custom research and analysis, combining in-depth industry sector understanding with world-class expertise in the areas of new product development, segmentation and positioning research, brand and advertising research and stakeholder management. For additional information on these results contact Lincoln Merrihew of TNS Automotive (Lincoln.Merrihew@tns-global.com) or Melanie Mumper of TNS Marketing (Melanie.Mumper@tns-global.com)