

Success story

Testbench
for hypercars

Digital vehicle evaluation
at the Geneva Motor Show



In cooperation with the Italian hypercar manufacturer Automobili Pininfarina and the market research institute GIM, upcoming vehicle models were put on the digital mQuest® test bench at the Geneva Motor Show.

With its proven and intuitive handling in car clinics and face-to-face surveys, mQuest® was the first choice for the digital vehicle evaluation. Opinions on the brand

value, the exterior and interior as well as the price classification were gathered by the use of heatmap, drag & drop and multimedia questions.

Surrounded by competitors, the direct comparison to the competition was always given. The resulting insights are therefore especially valid and valuable for the fine-tuning of future vehicles.

Deployed product: mQuest® Car Clinic

Face-to-face interview with several test persons at the Geneva Motor Show

Questionnaires with drag & drop questions and numerous multimedia elements

Use of heatmaps with subsequent aggregated evaluation via QuestReport

Independent of trade fair W-LAN through offline functionality

Secure data transmission

Services



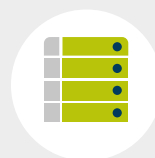
Provision of the software



Programming of questionnaires



Support



Hosting



By using mQuest® we were able to collect extremely valuable insights during the Geneva Motor Show. Thanks to visual and intuitive evaluation methods, such as the heatmap function, mQuest® was our first choice right from the start.

Martin Lischka
Senior Product Manager, Automobili Pininfarina

Further information about the customer:
www.automobili-pininfarina.com

Further information about our project partner:
www.g-i-m.com



www.mQuest.de