



Organisation Internationale des Constructeurs d'Automobiles  
International Organization of Motor Vehicle Manufacturers

## PRESS RELEASE

### **The image of the car and of the car industry remains very positive, according to an international study**

**Frankfurt, 16 September 2015:** The International Organization of Motor Vehicle Manufacturers (OICA) announced today that it had contracted a study to the well-known polling institute TNS Sofres in order to take an accurate measure of the state of the industry's reputation on an international scale.

OICA President Yong Geun Kim, also president of the Korean Automobile Manufacturers' Association (KAMA), pointed out that during recent history, public attitudes towards the auto industry have shifted up and down in response to global events and, no doubt, by the media coverage of the issues those events have raised. He explained that this international study therefore comes at the right time.

Matthias Wissmann, president of the German Association of the Automotive Industry (VDA) and OICA 1<sup>st</sup> Vice-President, added that "such study, both in terms of its subject and its scale, is in fact a world première". The Automotive team at TNS Sofres conducted a survey amongst the general public in 18 countries (over 14,000 interviews), with the goal of capturing consumers' attachment to the automobile and their image and opinion of the sector overall.

"The conclusions are quite clear and positive, with the car seen as an object of desire, providing many important advantages compared to any other transport mode: globally, consumers view the car as comfortable, practical, fast, safe, and future oriented. Also the industry itself scores extremely high and is largely considered as an industry that can be trusted and is innovative", Wissmann said.

OICA President Kim welcomed the results of this study, which shows that the auto industry, its products and the mobility they provide, continue to be seen as a very important factor for society's well-being, and that the auto sector is considered as doing the job to solve the challenges it faces.

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For further information: [TNS/OICA presentation](#)

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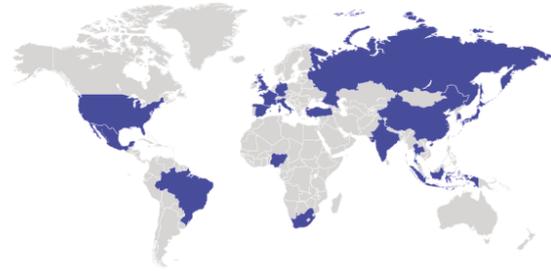
# Global Image and Reputation of the Auto Industry

Study conducted between February and April 2015

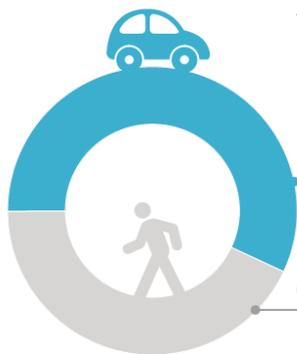


An international first, to measure the reputation of the auto industry around the globe.

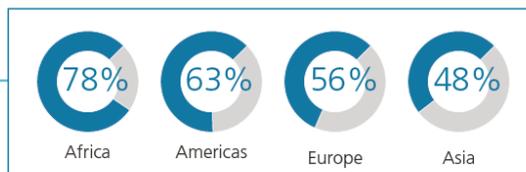
- **18 countries** in the scope
- Over **14,000 interviews** conducted



Study run by TNS Sofres in the following countries : USA, Brazil, Mexico, UK, France, Germany, Italy, Spain, Turkey, Russia, India, China, Japan, South Korea, Thailand, Indonesia, RSA, Nigeria  
A sample of 800 online interviews in each country, representative of the general population 18+ in mature markets and the online population 18+ in developing markets

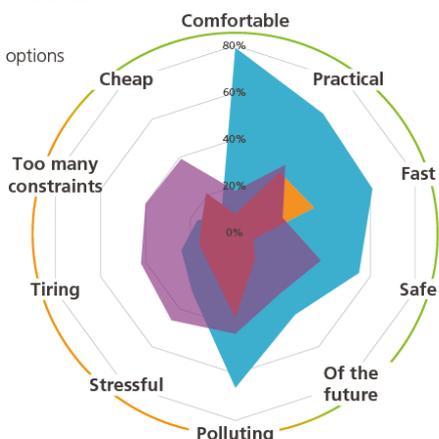


Today, a majority of people around the world could not imagine living their lives without a car.



In the context of a daily journey, the automobile has an unrivaled image of comfort and efficiency compared to alternatives.

Profile of Transportation options



Beyond being a simple means of transportation, the automobile benefits from a strong emotional bond with consumers, whose desire for ownership is persistent across markets.

Top image items associated with the automobile\*

- 67% the **first car** one owns is **very special**
- 65% it's important to **own my own car**
- 61% it's always nice to see a **beautiful car** drive by
- 61% the car is one of humanity's **greatest achievements**
- 60% cars are the **most efficient** means of getting around
- 57% a car is a symbol of **personal freedom** and **liberty**

\*% of respondents 'Strongly + slightly agree'

# And what about the auto industry in general?

Many diverse factors contribute to its reputation, and the top reputational drivers are not those issues that the media tends to focus on.



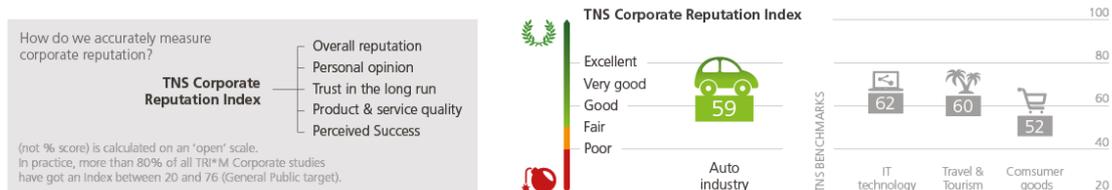
And on these challenges, global public opinion finds that the industry has a strong capacity to face them.

As for environmental issues, which traditionally receive heavy media coverage, global public opinion has gotten the message that the industry is doing its job.



\*Excellent + very good + good

Thanks to its capacity to face those challenges that most contribute to its reputation today, the auto industry benefits from a good public perception globally.



Source: TNS study for OICA on the image and reputation of the automotive industry, 2015



TNS Sofres

