



## Comparative Automotive Research

### Contact Information

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### Who is Comparative Automotive Research (C.A.R.)?

Comparative Automotive Research, LLC (C.A.R.) is an automotive research company specializing in the collection of automotive comparison data. This data is collected from a wide variety of third-party sources, including automotive magazines (i.e. *Road & Track*, *AutoWeek*), manufacturer data, automotive reviews, periodicals, consumer rating guides (i.e., *Consumer Reports*) and in-house testing.

### What does C.A.R. do?

C.A.R. assimilates the collected automotive data and synthesizes it into a web-based comparison tool, "Dare to Compare", that outputs information in an easy-to-read narrative format. So, what separates the C.A.R. "Dare to Compare" tool from other automotive research products?

1. **Manufacturer's Advantages:** The "Dare to Compare" tool outputs the "manufacturer's advantages" that Mitsubishi products have over their competitor's products – ONLY the advantages. These advantages are broken down by category (Performance, Safety, etc.), displayed in simple sentences (narrative format) and written in layperson terms for ease of understanding. Therefore, your customer base can easily see the benefits your products have over the competition.
2. **Use of 3<sup>rd</sup> party data:** Only "Dare to Compare" collects information such as insurance industry (IIHS) and government crash test data (NHTSA) as well as data from real-world driving tests performed by respected automotive journals, like *Road & Track* and *Car and Driver*. All of this data is compiled and made available in one location – the "Dare to Compare" Online Comparison Tool.

### How can your dealership utilize the "Dare to Compare" tool?

There is a wide-ranging market for such an online tool, depending on the target audience:

1. **Sales Tool**  
Consumers can use the "Dare to Compare" tool for independent research, to find the advantages of one vehicle over another, while comparison shopping on the Internet.
2. **Evidence Manual**  
Major automobile manufacturers and/or individual dealerships can use "Dare to Compare" to show the value and advantages that their product line has over their competitor's product line.
3. **Training**  
Individual automobile dealerships can effectively utilize the "Dare to Compare" tool to train both new and experienced salespeople on the benefits and values of their product line, as well as its advantages over direct competitors.
4. **Lead Generator (NEW!)**  
The "Dare to Compare" tool now delivers leads to your dealership in Plain Text or XML format (the format needed to work with your CRM or lead management system). Just provide C.A.R. with an email address and your customers' data will be delivered, as new leads, to your dealership.
5. **Reporting**  
Each dealership is provided a unique key. This key allows C.A.R. to track the comparisons your customers run and can provide that information to you via online reports.

## **HOW TO ENROLL?**

**1. Visit the Following URL:**

**[www.ComparativeAutoResearch.com/mitsubishi](http://www.ComparativeAutoResearch.com/mitsubishi)**

**2. Complete the on-screen instructions**

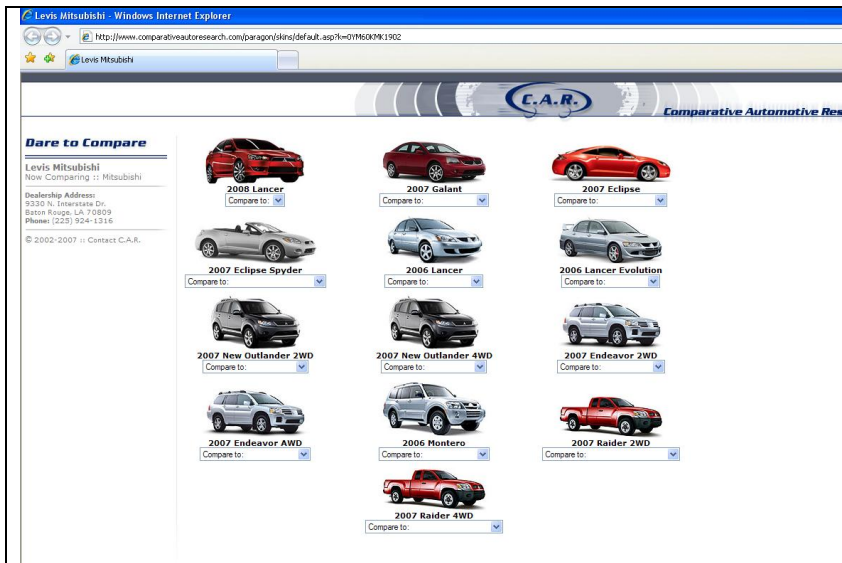
**3. You will be emailed a UNIQUE link for YOUR dealership.**

- a. Insert that link into your website**
  - i. Home Page**
  - ii. New Car Page**
  - iii. Research Page**
- b. Distribute the link and make it a favorite on all dealership computers in the showroom or salespersons cpu's**
- c. This link will track the comparison made by your dealership and also ensure that leads from Dare to Compare are sent to your dealership**

## **TIPS & SUGGESTIONS**

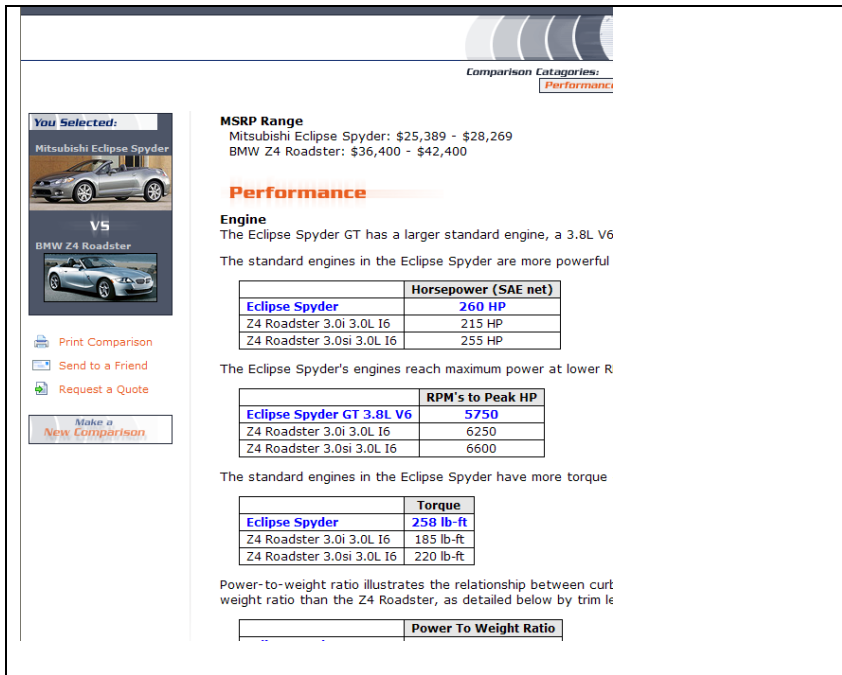
- 1. Allow customers to run comparisons**
- 2. Print comparisons and give to customers so they can take them home**
- 3. Make Dare to Compare a part of your "sales process"**
- 4. Make Dare to Compare stand out on your website. This application shows the advantages of your product over the competition. Build strength of brand. It sales cars!**
- 5. Use Dare to Compare to TRAIN YOUR STAFF and new sales staff**

# Overview of New Features with Screen Shots



To the left: Screen capture of Main Page of the Comparison tool.

A new feature that is available is the dealership information is now listed down the left-hand column. Phone, address, email.



To the left: Screen capture of a comparison output page.

View the left-hand side of this screen shot and you will notice three new options for the visitor:


1. **Print Comparison**  
Print a hard copy of the comparison
2. **Send Comparisons to a Friend**  
This feature will email the comparison to another recipient
3. **Request a Quote**  
This feature will collect some basic information from the visitor and deliver it to your dealership as a lead

# Sample Output of a Dare to Compare Comparison (partial output)

## (Galant vs Accord)

**Note the following features within the screen capture below:**

1. Narrative output of data
2. Use of easy-to-read tables
3. Use of 3<sup>rd</sup> Party Data (*Motor Trend Magazine* and *Consumer Reports* illustrated below)
4. New user options (Print, Email to Friend, Request Quote from Dealer)



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Comparison Categories:

Performance
Capacities
Safety
Economy
Warranty
Advantages
Suspension & Handling


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**You Selected:**



Mitsubishi Galant

V5



Honda Accord Sedan

Print Comparison
 Send to a Friend
 Request a Quote

Make a  
New Comparison

**Reliability**

The Galant has a larger engine displacement than the Accord Sedan. Engines with larger displacements can produce more power, with less stress, reducing wear and prolonging engine life. Details by engine below:

	Displacement CC
<b>Galant 2.4L I4</b>	2378 cc
<b>Galant 3.8L V6</b>	3828 cc
Accord Sedan 2.4L I4	2354 cc
Accord Sedan 3.0L V6	2997 cc

**Transmission**

The Standard adaptive automatic transmission in the Galant is a computer-controlled system that automatically adapts response and performance according to driving styles and road conditions. For example, the system selects optimal shift points and determines the proper gear necessary to climb steep grades or drive downhill. This type of transmission is Not Available in the Accord Sedan (*EX, EX-L, EX-L w/ Nav, LX, LX SE, VP*).

The Galant has a Standard manually interactive automatic transmission. This type of automatic transmission gives the driver complete gear control, like a manually-shifted transmission, but without the inconvenient clutch. The type of transmission is Not Available in the Accord Sedan (*EX, EX-L, EX-L V-6, EX-L V-6 w/ Nav, EX-L w/ Nav, LX, LX SE, LX V-6, SE V-6, VP*).

**Acceleration Tests**

In acceleration tests, conducted by the following independent research organizations, the Galant outperformed the Accord Sedan:

*Motor Trend*

	0-100 MPH (auto)	0-40 MPH (auto)	0-50 MPH (auto)	0-60 MPH (auto)	0-70 MPH (auto)	0-80 MPH (auto)	0-90 MPH (auto)	1/4 Mile Speed (auto)	1/4 Mile Time (auto)	Fig 8 (g) (auto)	Fig 8 (time) (auto)	Passing 45-65 MPH
<b>Galant Ralliart 3.8L V6</b>	16.3 sec.	3.4 sec.	4.8 sec.	6.4 sec.	8.2 sec.	10.7 sec.	13.2 sec.	95.60 MPH	14.90 sec.	0.61	27.90	3.1
Accord Sedan EX-L V-6 3.0L V6	17.5 sec.	3.6 sec.	5.0 sec.	6.6 sec.	8.6 sec.	11.4 sec.	14.2 sec.	93.10 MPH	15.10 sec.	0.56	29.00	3.2

In acceleration tests, conducted by the following independent research organizations, the Galant outperformed the Accord Sedan:

*Consumer Reports*

	0-60 MPH (auto)
<b>Galant GTS 3.8L V6</b>	7.20 sec.
Accord Sedan EX-L V-6 3.0L V6	7.3 sec.

NEW COMPARISON • PRINT • SOURCES • HELP • DISCLAIMER

## What Are Others Saying?

**“** We at Price Leblanc Toyota/Nissan/Lexus use the "Dare to Compare" Online Automotive Comparison Tool. We find it incredibly useful not only for helping close customers but for training our sales staff. We use this tool daily and it is a great tool for any dealer to integrate into their sales process. **”**

-- Todd Ledet, Sales Manager, Price LeBlanc Auto Group

**“** We signed up for "Dare to Compare" the first time we saw it and enthusiastically integrated it into both our website and our Intranet. We feel it gives us credibility on the web with someone who wants to see a third-party comparison of how our vehicles stack up against the competition. It also gives us credibility on the sales-floor when the salesperson has a customer who wants to comparison shop. Add to that the education it gives our sales people on how Mitsubishi compares to the competition in a format that is always on their desk and always easy to find -- it's easy to see the value of the "Dare to Compare" Tool. **”**

-- Don Herring, Don Herring Mitsubishi

**“** "Dare to Compare" proved to be an excellent tool for training and comparative guide for potential buyers. As a trainer it allowed me to focus our salespeople on the strengths of our product against specific competitive models without having to search for the information -- saving considerable time and effort. It also served as excellent 'source book' for in store presentation to buyers. **”**

-- Jim Clarke, Used Car Manager, Levis Mitsubishi, Baton Rouge, La.

**“** I used the "Dare to Compare" site when purchasing my last automobile. I found the tool very easy to use and as a woman it was the best site I have seen to explain things in terms that I can understand. I would highly recommend it. **”**

-- Mellisa Campbell, Mitsubishi Customer & Dare to Compare User

**“** The "Dare to Compare" link offered through Mitsubishi Academy is my number one selling tool..." As I am certain you [C.A.R.] are well aware, consumers spend an inordinate amount of time shopping between brands. On numerous occasions (at least twice a week if not more), I have helped my customers make an informed decision by printing out the competitive analysis offered through the "Dare to Compare" Site. It is difficult enough to ensure that I know all of the features, benefits and specifications on my product line let alone those of other manufacturers. Your service is wonderful, easy to use and understand and is of tremendous benefit to me as a sales professional--and my clients. **”**

-- Caroline Kirby, Beck Mitsubishi, St. Augustine, Florida