

# Dealer Survey Questionnaire\_V3\_Final

**Introduction:****Greetings from Genius Research Services!!!**

Thank you for participating in this survey. We want to understand the customer preferences and feedback related to various types of features available in modern vehicles. Since you interact with end customers almost daily, we would like to understand your perspective on the same and varying importance of features in overall buying journey. This should take about 30-40 minutes of your time and all responses will be kept completely confidential.

**Q1A. Do not ask ... record City.** Scripting Note – Single Select – (Drop Down List)

City Name	Code
Pune	1
Ahmedabad	2
Bangalore	3
Lucknow	4
Nashik / Kolhapur / Nagpur	5

**Q1B. Do not ask ... record OEM of the dealer being visited.** Scripting Note – Single Select – (Drop Down List)

DEALER OEM	Code	DEALER OEM	Code
Tata Motors (HCV)	1	Maruti Suzuki India Limited (Commercial)	5
Tata Motors (Passenger Vehicle)	2	Maruti Suzuki India Limited (PV)	6
Mahindra & Mahindra (LCV)	3	TVS (2W)	7
Maruti Suzuki India Limited (Commercial)	4		

**Q1C. Do not ask ... record MODEL of the dealer being visited.** Scripting Note – Single Select (Drop Down List)

Model / Variant	Response Code	Model / Variant	Response Code
Tata Signa 1923.K	1	Maruti Dzire ZXi – Commercial	5
Mahindra Supro Profittruck Maxi	2	Maruti Dzire ZXi – Passenger Vehicle	6
Maruti Suzuki Super Carry	3	TVS Ntorq 150 TFT	7
Tata Curvv Accomplished + A	4		

## Section A: Dealer Profile and Screening

Please share your personal Details: -

S1.1 - Dealer Name	AMAR CARS		
S1.2 - Dealer Address	GOTA GUJARAT - AHMEDABAD		
S1.3 - District Name (To be selected from list)	GUJARAT		
S1.4 - State Name (To be selected from list)	GUJARAT		
S1.5 - Respondent Name	PRANAV. DABGOR		
S1.6 - Respondent Contact No	919612 3593		

**Q1C. Do not ask, please record the gender:**

Scripting Note – Single Select

Gender	Code	INSTRUCTION
Male	1	MALE
Female	2	CONTINUE FOR ALL
Others	3	

**Q2. Please let me know your total experience in this field in number of years :**

Scripting Note – Provide an open-end box with response ranges between 0-30

7 YEARS

**Q3. Please let us know your designation :** SENIOR RELATIONSHIP MANAGER

Scripting Note: Please provide an open-end text box to record responses

Q4. Please tell me whether you have been personally dealing with Dzire ZXI models / variants of vehicles in your current role? Interviewer Note : Please refer to particular models / variants for each respective OEM and ask accordingly.

Model / Variant	Response Code	INSTRUCTION
Tata Signa 1923.K	1	
Mahindra Supro Profittruck Maxi	2	
MSIL Super Carry	3	
Tata Curvv Accomplished + A	4	
MSIL Dzire ZXI	5	CONTINUE ONLY IF PARTICIPANT HAS BEEN DEALING WITH THE PARTICULAR MODEL VARIANT
TVS King EV Max	6	
TVS Ntorq 150 TFT	7	

Q5. Please tell me which of the following best describes your ability ... whether you are fully aware and equipped to discuss various types of vehicle features with end customers? SINGLE CODING

Knowledge levels wrt Features	Code	INSTRUCTION
YES, Fully Equipped	1	CONTINUE
YES, But Partially Knowledgeable	2	
I can't say for sure	3	
No, I am not equipped so well	4	THANK & TERMINATE

Ok, now we shall discuss in detail about various vehicle features according to type

### Section B : Comfort & Convenience Features

SHOW CARD AND ASK BELOW QUESTIONS

Q6a. Please look at the below table and tell me which of the Comfort & Convenience related features are available and provided by the OEM (Factory Fitted / Dealer Fitted) MULTIPLE CODE POSSIBLE

Q6b. Please look at the below table and tell me which of the Comfort & Convenience related features are MOST PREFERRED by customers according to your experience (All Features as per model / variant) MULTIPLE CODE POSSIBLE

Q6c. Now we have to bucket these features into three categories ... MOST IMPORTANT / GOOD TO HAVE BUT NOT THAT IMPORTANT and NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS SINGLE CODE  
If you feel the particular feature is ...

RESPONSE	Code
MOST IMPORTANT	1
GOOD TO HAVE BUT NOT THAT IMPORTANT	2
NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS	3

Q6d. Please look at the below table and tell me which of the Comfort & Convenience related features are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS according to your experience (All Features as per model / variant) SINGLE CODE

Q6e. For all features that you feel are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS, what is the average price according to your experience (All Features as per model / variant) SINGLE CODE

S.No	Feature Description	Q6a. Please look at the below table and tell me which of the Comfort & Convenience related features are available and provided by the OEM (Factory Fitted / Dealer Fitted)  MULTIPLE CODE POSSIBLE	Q6b. Please look at the below table and tell me which of the Comfort & Convenience related features are MOST PREFERRED by customers according to your experience (All Features as per model / variant)  MULTIPLE CODE POSSIBLE	Q6c. 1= MOST IMPORTANT 2= GOOD TO HAVE BUT NOT THAT IMPORTANT 3 = NOT IMPORTANT AND ARE EASILY COMPROMISED  INPUT 1,2 OR 3	Q6d. Please look at the below table and tell me which of the Comfort & Convenience related features are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS according to your experience (All Features as per model / variant)  SINGLE CODE	Q6e. For all features that you feel are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS, what is the average price according to your experience (All Features as per model / variant)  INPUT AVERAGE PRICE IN INR PER PIECE, INCLUDING INSTALLATION
1	Drive mode select (Eco, Normal, Sport)	Yes - 1 No -- 2	✓	1	Yes - 1 No -- 2	✓ 2000
2	USB charger (C-type / A-Type)	Yes - 1 No -- 2	✓	2	Yes - 1 No -- 2	✓ 900
3	Power outlet	Yes - 1 No -- 2	✓	1	Yes - 1 No -- 2	✓ 800
4	Idle stop & go (ISG) / Integrated Start & Stop (ISS)	Yes - 1 No -- 2	✓	2	Yes - 1 No -- 2	✓ 3000
5	Bottle Holder	Yes - 1 No -- 2	✓	2	Yes - 1 No -- 2	✓ 1000
6	Driver Side Footrest	Yes - 1 No -- 2	✓	1	Yes - 1 No -- 2	✓ 900
7	Emergency & Breakdown Assist	Yes - 1 No -- 2	✓	1	Yes - 1 No -- 2	✓ 1200
8	Cruise control	Yes - 1 No -- 2	✓	2	Yes - 1 No -- 2	✓ 1100
9	Tilt / Telescopic adjustable steering	Yes - 1 No -- 2	✓	2	Yes - 1 No -- 2	✓ 1500
10	Heat resistant seats to prevent driver from engine heat	Yes - 1 No -- 2	✓	1	Yes - 1 No -- 2	✓ 1500
11	Electric parking brake with auto hold	Yes - 1 No -- 2	✓	2	Yes - 1 No -- 2	✓ 2000
12	Smartphone wireless charger	Yes - 1 No -- 2	✓	1	Yes - 1 No -- 2	✓ 4500
13	Keyless entry	Yes - 1 No -- 2	✓	2	Yes - 1 No -- 2	✓ 2200
14	Electrically Adjustable/Auto-fold ORVM	Yes - 1 No -- 2	✓	2	Yes - 1 No -- 2	✓ 4200
15	Push Button Start / Stop	Yes - 1 No -- 2	✓	1	Yes - 1 No -- 2	✓ 5000
16	Remote engine start with smart key/app	Yes - 1 No -- 2	✓	2	(Yes - 1 No -- 2)	✓ 5000
17	Electric tailgate release	Yes - 1 No -- 2	✓	1	Yes - 1 No -- 2	✓ 5500
18	Rain sensing wiper	Yes - 1 No -- 2	✓	2	Yes - 1 No -- 2	✓ 2000
19	Gear Shift Advisor (Gear change indication in ICL)	Yes - 1 No -- 2	✓	2	Yes - 1 No -- 2	✓ 2000
20	Gear Position Indicator	Yes - 1 No -- 2	✓	1	Yes - 1 No -- 2	✓ 1500
21	Smart E-Shifter (gear shifting for AMT)	Yes - 1 No -- 2	✓	2	Yes - 1 No -- 2	✓ 1000
22	Rear Seat with Reclining Option	Yes - 1 No -- 2	✓	2	Yes - 1 No -- 2	✓ 800
23	Quick Gear Shifter (downshift / upshift without clutch application)	Yes - 1 No -- 2	✓	1	Yes - 1 No -- 2	✓ 1000
24	Guide Me Home Headlamps	Yes - 1 No -- 2	✓	2	Yes - 1 No -- 2	✓ 1200
25	Electrochromatic IRVM with auto-dimming / Anti-Glare IRVM	Yes - 1 No -- 2	✓	1	Yes - 1 No -- 2	✓ 2500
26	Traction Control System	Yes - 1 No -- 2	✓	2	Yes - 1 No -- 2	✓ 3000
27	Paddle shifters	Yes - 1 No -- 2	✓	2	Yes - 1 No -- 2	✓ 3500
28	Rear centre armrest with cup holders	Yes - 1 No -- 2	✓	1	Yes - 1 No -- 2	✓ 2000
29	Integrated Engine Kill Switch	Yes - 1 No -- 2	✓	1	Yes - 1 No -- 2	✓ 800
30	Air conditioning with electric temperature control	Yes - 1 No -- 2	✓	2	Yes - 1 No -- 2	✓ 3000
31	Glovebox cooling	Yes - 1 No -- 2	✓	2	Yes - 1 No -- 2	✓ 8000
32	Air Purifier	Yes - 1 No -- 2	✓	1	Yes - 1 No -- 2	✓ 5000
33	Electric Sunroof	Yes - 1 No -- 2	✓	1	Yes - 1 No -- 2	✓ 18000

34	Voice Assisted Sun roof	Yes - 0 No - 2	✓	1	Yes - 1 No - 0	✓ 2000
35	Ventilated Seats	Yes - 1 No - 0	✓	2	Yes - 0 No - 2	✓ 9000
36	Front console armrest with storage	Yes - 0 No - 2	✓	2	Yes - 0 No - 2	✓ 1000
37	Rear Defogger	Yes - 1 No - 2	✓	1	Yes - 1 No - 2	✓ 1500

### Section C : Safety Features

SHOW CARD AND ASK BELOW QUESTIONS

Q7a. Please look at the below table and tell me which of the Safety related features are available and provided by the OEM (Factory Fitted / Dealer Fitted) MULTIPLE CODE POSSIBLE

Q7b. Please look at the below table and tell me which of the Safety related features are MOST PREFERRED by customers according to your experience (All Features as per model / variant) MULTIPLE CODE POSSIBLE

Q7c. Now we have to bucket these features into three categories ... MOST IMPORTANT / GOOD TO HAVE BUT NOT THAT IMPORTANT and NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS SINGLE CODE  
If you feel the particular feature is ...

RESPONSE	Code
<b>MOST IMPORTANT</b>	1
<b>GOOD TO HAVE BUT NOT THAT IMPORTANT</b>	2
<b>NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS</b>	3

Q7d. Please look at the below table and tell me which of the Safety related features are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS according to your experience (All Features as per model / variant) SINGLE CODE

Q7e. For all features that you feel are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS, what is the average price according to your experience (All Features as per model / variant) SINGLE CODE

S.No	Feature Description	Q7a. Please look at the below table and tell me which of the Safety related features are available and provided by the OEM (Factory Fitted / Dealer Fitted)  MULTIPLE CODE POSSIBLE	Q7b. Please look at the below table and tell me which of the Safety related features are MOST PREFERRED by customers according to your experience (All Features as per model / variant)  MULTIPLE CODE POSSIBLE	Q7c. 1 = MOST IMPORTANT 2 = GOOD TO HAVE BUT NOT THAT IMPORTANT 3 = NOT IMPORTANT AND ARE EASILY COMPROMISED  INPUT 1, 2 OR 3	Q7d. Please look at the below table and tell me which of the Safety related features are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS according to your experience (All Features as per model / variant)  SINGLE CODE	Q7e. For all features that you feel are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS, what is the average price according to your experience (All Features as per model / variant)  INPUT AVERAGE PRICE IN INR PER PIECE, INCLUDING INSTALLATION
1	Hill-assist	Yes - 0 No - 2	✓	1	Yes - 1 No - 2	✓ 5000
2	Reverse Camera/Sensor for Park Assist	Yes - 1 No - 0	✓	2	Yes - 1 No - 2	✓ 7000
3	First aid kit	Yes - 0 No - 2	✓	1	Yes - 0 No - 2	✓ 500
4	Immobilizer	Yes - 0 No - 2	✓	2	Yes - 1 No - 2	✓ 2000
5	Anti-roll Bar	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	✓ 800
6	Tyre pressure monitoring system (TPMS) highline	Yes - 0 No - 2	✓	1	Yes - 1 No - 2	✓ 8000
7	Disc Brakes	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	✓ 15000
8	ADAS	Yes - 0 No - 2	✓	2	Yes - 1 No - 2	✓ 40000
9	ABS (Dual-channel in case of 2W)	Yes - 1 No - 2	✓	1	Yes - 0 No - 2	✓ 12000
10	Airbag	Yes - 0 No - 2	✓	1	Yes - 1 No - 2	✓ 25000
11	Electronic Brakeforce Distribution (EBD)	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	✓ 7000
12	Electronic stability control (ESC)	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	✓ 5000

## Section D : Exterior Features

SHOW CARD AND ASK BELOW QUESTIONS

**Q8a.** Please look at the below table and tell me which of the Exterior related features are available and provided by the OEM (Factory Fitted / Dealer Fitted) MULTIPLE CODE POSSIBLE

**Q8b.** Please look at the below table and tell me which of the Exterior related features are **MOST PREFERRED** by customers according to your experience (All Features as per model / variant) MULTIPLE CODE POSSIBLE

**Q8c.** Now we have to bucket these features into three categories ... **MOST IMPORTANT / GOOD TO HAVE BUT NOT THAT IMPORTANT** and **NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS** SINGLE CODE

If you feel the particular feature is ...

	RESPONSE	Code
<b>MOST IMPORTANT</b>		1
<b>GOOD TO HAVE BUT NOT THAT IMPORTANT</b>		2
<b>NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS</b>		3

**Q8d.** Please look at the below table and tell me which of the Exterior related features are **ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS** according to your experience (All Features as per model / variant) SINGLE CODE

**Q8e.** For all features that you feel are **ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS**, what is the average price according to your experience (All Features as per model / variant) SINGLE CODE

S.No	Feature Description	Q8a. Please look at the below table and tell me which of the Exterior related features are available and provided by the OEM (Factory Fitted / Dealer Fitted)  MULTIPLE CODE POSSIBLE	Q8b. Please look at the below table and tell me which of the Exterior related features are MOST PREFERRED by customers according to your experience (All Features as per model / variant)  MULTIPLE CODE POSSIBLE	Q8c. 1 = MOST IMPORTANT 2 = GOOD TO HAVE BUT NOT THAT IMPORTANT 3 = NOT IMPORTANT AND ARE EASILY COMPROMISED INPUT 1,2 OR 3	Q8d. Please look at the below table and tell me which of the Exterior related features are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS according to your experience (All Features as per model / variant)  SINGLE CODE	Q8e. For all features that you feel are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS, what is the average price according to your experience (All Features as per model / variant)  INPUT AVERAGE PRICE IN INR PER PIECE, INCLUDING INSTALLATION
1	LED headlamps	Yes - 1 No - 2	✓	1	Yes - 2 No - 2	✓ 25000
2	LED tail lamps	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	✓ 15000
3	LED DRL	Yes - 1 No - 2	✓	1	Yes - 1 No - 2	✓ 12000
4	Front Body Graphics	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	✓ 3000
5	Rear Body Graphics	Yes - 1 No - 2	✓	1	Yes - 1 No - 2	✓ 3000
6	Alloy Wheels	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	✓ 50000
7	Front / Rear Skid Plate	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	✓ 6500
8	Fog Lamps	Yes - 1 No - 2	✓	1	Yes - 1 No - 2	✓ 6000
9	Front Wiper (multi-speed)	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	✓ 2500
10	Rope hooks	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	✓ 2000
11	Cornering Lamp	Yes - 1 No - 2	✓	1	Yes - 1 No - 2	✓ 2200
12	Dual tone roof	Yes - 1 No - 2	✓	1	Yes - 1 No - 2	✓ 10000
13	Full Wheel Covers	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	✓ 2500
14	Shark Fin Antenna	Yes - 1 No - 2	✓	1	Yes - 1 No - 2	✓ 800
15	Rear Spoiler	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	✓ 6000

13	Seat belt pretensioners	Yes - 1 No -2	✓	1	Yes - 1 No -2	✓ 3500
14	Height adjustable front seat belts	Yes - 1 No -2	✓	1	Yes - 1 No -2	✓ 2000
15	3 Point retractable seat belts (all seats)	Yes - 1 No -2	✓	2	Yes - 1 No -2	✓ 1000
16	Seatbelt reminder	Yes - 1 No -2	✓	1	Yes - 1 No -2	✓ 1500
17	Headlamp Levelling	Yes - 1 No -2	✓	2	Yes - 1 No -2	✓ 2000
18	Automatic headlamps	Yes - 1 No -2	✓	2	Yes - 1 No -2	✓ 2500
19	Anti-theft mechanism	Yes - 1 No -2	✓	1	Yes - 1 No -2	✓ 2000
20	Emergency Brake Warning	Yes - 1 No -2	✓	1	Yes - 1 No -2	✓ 2200
21	Brake Level Adjuster	Yes - 1 No -2	✓	2	Yes - 1 No -2	✓ 1500
22	All in one Lock (locks ignition, fuel, handle, storage)	Yes - 1 No -2	✓	1	Yes - 1 No -2	✓ 1200
23	Crash & Fall Alert	Yes - 1 No -2	✓	2	Yes - 1 No -2	✓ 800
24	Speed Sensing Auto Door Lock	Yes - 1 No -2	✓	1	Yes - 1 No -2	✓ 900
25	ISOFIX	Yes - 1 No -2	✓	2	Yes - 1 No -2	✓ 6000
26	Child Safety Lock	Yes - 1 No -2	✓	1	Yes - 1 No -2	✓ 3300

Q7f. From all the ADAS features mentioned below, which according to your experience are most Preferred & Used by customers MULTIPLE CODE POSSIBLE

ADAS FEATURES – LEVEL 1		Code Yes - 1 No -2
Adaptive Cruise Control		1
Lane Departure Warning		2
Lane Keep Assist		1
Automatic Emergency Braking (AEB)		2
ADAS FEATURES – LEVEL 2		Code Yes - 1 No -2
Lane Centering Assist		1
Traffic Jam Assist		1
Highway Assist (Semi-Autonomous Driving)		1
Blind Spot Detection		1
360 Degree Camera		1 - 2
Rear Cross Traffic Assist		1 - 2

## Section D : Exterior Features

SHOW CARD AND ASK BELOW QUESTIONS

**Q8a.** Please look at the below table and tell me which of the Exterior related features are available and provided by the OEM (Factory Fitted / Dealer Fitted) MULTIPLE CODE POSSIBLE

**Q8b.** Please look at the below table and tell me which of the Exterior related features are **MOST PREFERRED** by customers according to your experience (All Features as per model / variant) MULTIPLE CODE POSSIBLE

**Q8c.** Now we have to bucket these features into three categories ... **MOST IMPORTANT / GOOD TO HAVE BUT NOT THAT IMPORTANT** and **NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS** SINGLE CODE  
If you feel the particular feature is ...

RESPONSE	Code
<b>MOST IMPORTANT</b>	1
<b>GOOD TO HAVE BUT NOT THAT IMPORTANT</b>	2
<b>NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS</b>	3

**Q8d.** Please look at the below table and tell me which of the Exterior related features are **ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS** according to your experience (All Features as per model / variant) SINGLE CODE

**Q8e.** For all features that you feel are **ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS**, what is the average price according to your experience (All Features as per model / variant) SINGLE CODE

S.No	Feature Description	Q8a. Please look at the below table and tell me which of the Exterior related features are available and provided by the OEM (Factory Fitted / Dealer Fitted)  MULTIPLE CODE POSSIBLE	Q8b. Please look at the below table and tell me which of the Exterior related features are MOST PREFERRED by customers according to your experience (All Features as per model / variant)  MULTIPLE CODE POSSIBLE	Q8c. 1= MOST IMPORTANT 2= GOOD TO HAVE BUT NOT THAT IMPORTANT 3= NOT IMPORTANT AND ARE EASILY COMPROMISED  INPUT 1,2 OR 3	Q8d. Please look at the below table and tell me which of the Exterior related features are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS according to your experience (All Features as per model / variant)  SINGLE CODE	Q8e. For all features that you feel are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS, what is the average price according to your experience (All Features as per model / variant)  INPUT AVERAGE PRICE IN INR PER PIECE, INCLUDING INSTALLATION
1	LED headlamps	Yes - 1 No - 2	✓	1	Yes - 1 No - 2	₹ 2500
2	LED tail lamps	Yes - 1 No - 0	✓	2	Yes - 1 No - 0	₹ 1500
3	LED DRL	Yes - 0 No - 2	✓	1	Yes - 1 No - 2	₹ 1200
4	Front Body Graphics	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	₹ 3000
5	Rear Body Graphics	Yes - 1 No - 2	✓	1	Yes - 1 No - 2	₹ 3000
6	Alloy Wheels	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	₹ 50000
7	Front / Rear Skid Plate	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	₹ 1500
8	Fog Lamps	Yes - 1 No - 2	✓	1	Yes - 1 No - 2	₹ 6000
9	Front Wiper (multi-speed)	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	₹ 2500
10	Rope hooks	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	₹ 2000
11	Cornering Lamp	Yes - 1 No - 2	✓	1	Yes - 1 No - 2	₹ 2200
12	Dual tone roof	Yes - 1 No - 2	✓	1	Yes - 1 No - 2	₹ 10000
13	Full Wheel Covers	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	₹ 25000
14	Shark Fin Antenna	Yes - 1 No - 2	✓	1	Yes - 1 No - 2	₹ 800
15	Rear Spoiler	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	₹ 6000

## Section E : Interior Features

SHOW CARD AND ASK BELOW QUESTIONS

**Q9a.** Please look at the below table and tell me which of the Interior related features are available and provided by the OEM (Factory Fitted / Dealer Fitted) MULTIPLE CODE POSSIBLE

**Q9b.** Please look at the below table and tell me which of the Interior related features are MOST PREFERRED by customers according to your experience (All Features as per model / variant) MULTIPLE CODE POSSIBLE

**Q9c.** Now we have to bucket these features into three categories ... MOST IMPORTANT / GOOD TO HAVE BUT NOT THAT IMPORTANT and NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS SINGLE CODE  
If you feel the particular feature is ...

RESPONSE	Code
<b>MOST IMPORTANT</b>	1
<b>GOOD TO HAVE BUT NOT THAT IMPORTANT</b>	2
<b>NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS</b>	3

**Q9d.** Please look at the below table and tell me which of the Interior related features are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS according to your experience (All Features as per model / variant) SINGLE CODE

**Q9e.** For all features that you feel are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS, what is the average price according to your experience (All Features as per model / variant) SINGLE CODE

S.No	Feature Description	Q9a. Please look at the below table and tell me which of the Interior related features are available and provided by the OEM (Factory Fitted / Dealer Fitted) MULTIPLE CODE POSSIBLE	Q9b. Please look at the below table and tell me which of the Interior related features are MOST PREFERRED by customers according to your experience (All Features as per model / variant) MULTIPLE CODE POSSIBLE	Q9c. 1= MOST IMPORTANT 2= GOOD TO HAVE BUT NOT THAT IMPORTANT 3 = NOT IMPORTANT AND ARE EASILY COMPROMISED INPUT 1,2 OR 3	Q9d. Please look at the below table and tell me which of the Interior related features are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS according to your experience (All Features as per model / variant) INPUT AVERAGE PRICE IN INR PER PIECE, INCLUDING INSTALLATION	Q9e. For all features that you feel are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS, what is the average price according to your experience (All Features as per model / variant)
1	Front Dome Lamp	Yes - 1 No -2	✓	1	Yes - 1 No -2	₹ 5000
2	Driver seat adjust - sliding	Yes - 1 No -2	✓	2	Yes - 1 No -2	₹ 3500
3	Driver Side Sun Visor	Yes - 1 No -2	✓	1	Yes - 1 No -2	₹ 350
4	Floor Carpet	Yes - 1 No -2	✓	2	Yes - 1 No -2	₹ 1200
5	Seat upholstery - Leather	Yes - 1 No -2	✓	2	Yes - 1 No -2	₹ 5600
6	Height adjustable front headrest	Yes - 1 No -2	✓	2	Yes - 1 No -2	₹ 500
7	Power Windows	Yes - 1 No -2	✓	1	Yes - 1 No -2	₹ 700
8	Height adjustable rear headrest	Yes - 1 No -2	✓	1	Yes - 1 No -2	₹ 700
9	Driver seat adjust - manual height adjust	Yes - 1 No -2	✓	1	Yes - 1 No -2	₹ 500
10	Leather wrapped - Steering Wheel	Yes - 1 No -2	✓	2	Yes - 1 No -2	₹ 500
11	Dual Tone Interiors	Yes - 1 No -2	✓	1	Yes - 1 No -2	₹ 5800
12	Centre Room Lamp	Yes - 1 No -2	✓	2	Yes - 1 No -2	₹ 1500
13	Luggage Room Lamp	Yes - 1 No -2	✓	1	Yes - 1 No -2	₹ 500
14	Front Footwell Illumination	Yes - 1 No -2	✓	2	Yes - 1 No -2	₹ 700
15	50:40 split rear seat	Yes - 1 No -2	✓	2	Yes - 1 No -2	₹ 1500
16	Driver Side Pocket	Yes - 1 No -2	✓	1	Yes - 1 No -2	₹ 500
17	Ambient Temperature Display	Yes - 1 No -2	✓	1	Yes - 1 No -2	₹ 3500

18	Sliding Back Window	Yes - 1 No - 2	✓	1	Yes - 1 No - 2	✓ 2000
19	Inside door handles (Metal finish)	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	✓ 1500
20	Leather pack - Door armrest	Yes - 1 No - 2	✓	1	Yes - 1 No - 2	✓ 1800
21	Leather pack - Gear knob	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	✓ 500

Q9f. From all the ICL (Instrument Cluster) features mentioned below, which according to your experience are most Preferred & Used by customers MULTIPLE CODE POSSIBLE

INSTRUMENT CLUSTER FEATURES	Code Yes - 1 No - 2
Speedometer	Yes - 1 No - 2
Tachometer	Yes - 1 No - 2
Fuel Gauge	Yes - 1 No - 2
Temperature Gauge	Yes - 1 No - 2
Odometer	Yes - 1 No - 2
Trip Meter	Yes - 1 No - 2
Warning Lights (Eg:- Engine, ABS, Airbag)	Yes - 1 No - 2
Digital Display (Eg:- Navigation, Settings)	Yes - 1 No - 2
Customisable Layouts	Yes - 1 No - 2
Other_ PLZ specify	

## Section F : Infotainment Features

SHOW CARD AND ASK BELOW QUESTIONS

**Q10a.** Please look at the below table and tell me which of the Infotainment related features are available and provided by the OEM (Factory Fitted / Dealer Fitted) MULTIPLE CODE POSSIBLE

**Q10b.** Please look at the below table and tell me which of the Infotainment related features are MOST PREFERRED by customers according to your experience (All Features as per model / variant) MULTIPLE CODE POSSIBLE

**Q10c.** Now we have to bucket these features into three categories ... MOST IMPORTANT / GOOD TO HAVE BUT NOT THAT IMPORTANT and NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS SINGLE CODE

If you feel the particular feature is ...

RESPONSE	Code
<b>MOST IMPORTANT</b>	1
<b>GOOD TO HAVE BUT NOT THAT IMPORTANT</b>	2
<b>NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS</b>	3

**Q10d.** Please look at the below table and tell me which of the Infotainment related features are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS according to your experience (All Features as per model / variant) SINGLE CODE

**Q10e.** For all features that you feel are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS, what is the average price according to your experience (All Features as per model / variant) SINGLE CODE

S.No	Feature Description	Q10a. Please look at the below table and tell me which of the Infotainment related features are available and provided by the OEM (Factory Fitted / Dealer Fitted)  MULTIPLE CODE POSSIBLE	Q10b. Please look at the below table and tell me which of the Infotainment related features are MOST PREFERRED by customers according to your experience (All Features as per model / variant)	Q10c. 1 = MOST IMPORTANT 2 = GOOD TO HAVE BUT NOT THAT IMPORTANT 3 = NOT IMPORTANT AND ARE EASILY COMPROMISED  MULTIPLE CODE POSSIBLE	Q10d. Please look at the below table and tell me which of the Infotainment related features are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS according to your experience (All Features as per model / variant)  INPUT 1,2 OR 3  SINGLE CODE	Q10e. For all features that you feel are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS, what is the average price according to your experience (All Features as per model / variant)  INPUT AVERAGE PRICE IN INR PER PIECE, INCLUDING INSTALLATION
1	Multi display digital cluster with colour TFT MID	Yes <input checked="" type="radio"/> No <input type="radio"/>	✓	1	Yes <input checked="" type="radio"/> No <input type="radio"/>	₹ 6000
2	Music / Call Control via Steering Wheel / Handlebar	Yes <input type="radio"/> No <input checked="" type="radio"/>	✓	2	Yes <input type="radio"/> No <input checked="" type="radio"/>	₹ 3500
3	Touch Screen Infotainment System	Yes <input checked="" type="radio"/> No <input type="radio"/>	✓	1	Yes <input checked="" type="radio"/> No <input type="radio"/>	₹ 12000
4	Speaker System (4/6/8)	Yes <input type="radio"/> No <input checked="" type="radio"/>	✓	2	Yes <input type="radio"/> No <input checked="" type="radio"/>	₹ 6000
5	Front & rear speakers	Yes <input checked="" type="radio"/> No <input type="radio"/>	✓	1	Yes <input type="radio"/> No <input checked="" type="radio"/>	₹ 5000
6	Tweeters	Yes <input type="radio"/> No <input checked="" type="radio"/>	✓	2	Yes <input checked="" type="radio"/> No <input type="radio"/>	₹ 2000
7	Others _ Plz Specify		.			

## Section G : Connectivity Features

SHOW CARD AND ASK BELOW QUESTIONS

**Q11a.** Please look at the below table and tell me which of the Connectivity related features are available and provided by the OEM (Factory Fitted / Dealer Fitted) MULTIPLE CODE POSSIBLE

**Q11b.** Please look at the below table and tell me which of the Connectivity related features are MOST PREFERRED by customers according to your experience (All Features as per model / variant) MULTIPLE CODE POSSIBLE

**Q11c.** Now we have to bucket these features into three categories ... MOST IMPORTANT / GOOD TO HAVE BUT NOT THAT IMPORTANT and NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS SINGLE CODE

If you feel the particular feature is ...

RESPONSE	Code
<b>MOST IMPORTANT</b>	1
<b>GOOD TO HAVE BUT NOT THAT IMPORTANT</b>	2
<b>NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS</b>	3

**Q11d.** Please look at the below table and tell me which of the Connectivity related features are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS according to your experience (All Features as per model / variant) SINGLE CODE

**Q11e.** For all features that you feel are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS, what is the average price according to your experience (All Features as per model / variant) SINGLE CODE

S.No	Feature Description	Q11a. Please look at the below table and tell me which of the Connectivity related features are available and provided by the OEM (Factory Fitted / Dealer Fitted)  MULTIPLE CODE POSSIBLE	Q11b. Please look at the below table and tell me which of the Connectivity related features are MOST PREFERRED by customers according to your experience (All Features as per model / variant)  MULTIPLE CODE POSSIBLE	Q11c. 1 = MOST IMPORTANT 2 = GOOD TO HAVE BUT NOT THAT IMPORTANT 3 = NOT IMPORTANT AND ARE EASILY COMPROMISED  INPUT 1,2 OR 3	Q11d. Please look at the below table and tell me which of the Connectivity related features are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS according to your experience (All Features as per model / variant)  SINGLE CODE	Q11e. For all features that you feel are ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS, what is the average price according to your experience (All Features as per model / variant)  INPUT AVERAGE PRICE IN INR PER PIECE, INCLUDING INSTALLATION
1	Bluetooth Connectivity	Yes - 1 No - 2	✓	1	Yes - 1 No - 2	₹ 1500
2	USB Connectivity	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	₹ 1000
3	Call & SMS Alerts	Yes - 1 No - 2	✓	1	Yes - 1 No - 2	₹ 500
4	Turn by Turn Navigation	Yes - 1 No - 2	₹	1	Yes - 1 No - 2	₹ 2500
5	Smartphone connectivity- Android Auto	Yes - 1 No - 2	₹	2	Yes - 1 No - 2	₹ 6000
6	Smartphone connectivity- Apple CarPlay	Yes - 1 No - 2	₹	2	Yes - 1 No - 2	₹ 8000
7	Voice recognition	Yes - 1 No - 2	₹	1	Yes - 1 No - 2	₹ 1500
8	Steering wheel with audio & Bluetooth controls	Yes - 1 No - 2	₹	1	Yes - 1 No - 2	₹ 2500
9	Over-the-air (OTA) updates for map and infotainment	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	₹ 1000
10	Onboard Voice Assistant	Yes - 1 No - 2	✓	2	Yes - 1 No - 2	₹ 700
11	Smart Watch Integration	Yes - 1 No - 2	₹	1	Yes - 1 No - 2	₹ 500
12	WiFi Connectivity	Yes - 1 No - 2	✓	1	Yes - 1 No - 2	₹ 1000
13	Vehicle Live Tracking	Yes - 1 No - 2	₹	2	Yes - 1 No - 2	₹ 2800
14	Other _ PLZ Specify					

## Section H : Performance Features

SHOW CARD AND ASK BELOW QUESTIONS

Q12a. Please look at the below table and tell me which of the Performance related features are **available and provided by the OEM (Factory Fitted / Dealer Fitted)** **MULTIPLE CODE POSSIBLE**

Q12b. Please look at the below table and tell me which of the Performance related features are **MOST PREFERRED** by customers according to your experience (All Features as per model / variant) **MULTIPLE CODE POSSIBLE**

Q12c. Now we have to bucket these features into three categories ... **MOST IMPORTANT / GOOD TO HAVE BUT NOT THAT IMPORTANT** and **NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS** **SINGLE CODE**  
If you feel the particular feature is ...

RESPONSE	Code
<b>MOST IMPORTANT</b>	1
<b>GOOD TO HAVE BUT NOT THAT IMPORTANT</b>	2
<b>NOT IMPORTANT AND ARE EASILY COMPROMISED BY CUSTOMERS</b>	3

Q12d. Please look at the below table and tell me which of the Performance related features are **ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS** according to your experience (All Features as per model / variant) **SINGLE CODE**

Q12e. For all features that you feel are **ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS**, what is the average price according to your experience (All Features as per model / variant) **SINGLE CODE**

S.No	Feature Description	Q12a. Please look at the below table and tell me which of the Performance related features are available and provided by the OEM (Factory Fitted / Dealer Fitted)  MULTIPLE CODE POSSIBLE	Q12b. Please look at the below table and tell me which of the Performance related features are <b>MOST PREFERRED</b> by customers according to your experience (All Features as per model / variant)  MULTIPLE CODE POSSIBLE	Q12c. 1 = <b>MOST IMPORTANT</b> 2 = <b>GOOD TO HAVE BUT NOT THAT IMPORTANT</b> 3 = <b>NOT IMPORTANT AND ARE EASILY COMPROMISED</b>  INPUT 1,2 OR 3	Q12d. Please look at the below table and tell me which of the Performance related features are <b>ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS</b> according to your experience (All Features as per model / variant)  INPUT 1,2 OR 3	Q12e. For all features that you feel are <b>ALSO AVAILABLE AFTERMARKET IN AUTOCARE SHOPS</b> , what is the average price according to your experience (All Features as per model / variant)  INPUT AVERAGE PRICE IN INR PER PIECE, INCLUDING INSTALLATION
1	Clutch type - Hydraulically actuated with pneumatic assistance	Yes <input checked="" type="radio"/> No <input type="radio"/> 2	✓	1	Yes <input checked="" type="radio"/> No <input type="radio"/> 2	₹ 15000
2	Turbocharger	Yes <input checked="" type="radio"/> No <input type="radio"/> 2	✓	2	Yes <input checked="" type="radio"/> No <input type="radio"/> 2	₹ 30000
3	Powershift	Yes <input checked="" type="radio"/> No <input type="radio"/> 2	✓	1	Yes <input checked="" type="radio"/> No <input type="radio"/> 2	₹ 10000
4	Lifetime HV battery warranty	Yes <input checked="" type="radio"/> No <input type="radio"/> 2	✓	2	Yes <input checked="" type="radio"/> No <input type="radio"/> 2	₹ 70000
5	Advanced K-Series Dual Jet, Dual VVT	Yes <input checked="" type="radio"/> No <input type="radio"/> 2	✓	2	Yes <input checked="" type="radio"/> No <input type="radio"/> 2	₹ 80000
6	TVS i-GO Assist	Yes <input checked="" type="radio"/> No <input type="radio"/> 2	✓	1	Yes <input checked="" type="radio"/> No <input type="radio"/> 2	₹ 5500
7	Others _ PLZ Specify					

Q12f. When customer comes for enquiry of **Dzire** (name) what all features they mostly check in the vehicle.  
(for skipping - Keep Open end box to write)

MUSIC SYSTEM	5. VOICE ASSISTANT
CAMERA	7.
NAVIGATION	8.
STEERING CONTROL	9.
9.	10.

Q13. According to customer demands & your experience, which features are missing in this particular model? (Keep Open end box to write)

1. <b>360° CAMERA</b>	6. COOLED GLOVE BOX
2. SUN ROOF	7.
3. WIRELESS CHARGER	8.
4. MEMORY SEAT	9.
5.	10.

Q14. Apart from all the features mentioned above in the lists ... are there any other features that are preferred / desired / demanded by end customers which are not listed above? (Keep Open end box to write)

1. <b>360° CAMERA</b>	6. COOLED GLOVE BOX
2. SUN ROOF	7.
3. WIRELESS CHARGER	8.
4. MEMORY SEAT	9.
5.	10.

THANK & CLOSE