

Luxury cars

Luxury cars are **passenger automobiles built by recognized luxury automakers**. Though this seems like a reflexive definition, it draws a line between luxury models made by mainstream brands and entry-level models built by luxury brands.

* Required

1. Which luxury car brands have you heard of? *

Mark only one oval.

- ☐ Mercedes-Benz
- ☐ BMW
- ☐ Porsche
- ☐ Bentley
- ☐ Other: _____

2. How important is the brand when purchasing a luxury car? *

Mark only one oval.

- ☐ Most important
- ☐ Some important
- ☐ Important
- ☐ Need not important

3. What features are important to you in a luxury car? *

Mark only one oval.

- ☐ Heated seats
- ☐ panoramic sunroof
- ☐ surround sound system

4. Which factors do you consider when purchasing a luxury car? *

Check all that apply.

- ☐ Performance
- ☐ Design
- ☐ Safety
- ☐ Technology

5. How much important s the resale value of the car *

Mark only one oval.

- ☐ Much important
- ☐ Moderate resale
- ☐ Doesn't matter much

6. How important is the acceleration (0 to 100 kmph in secs) of a car to you on a scale of 5 (Digits Only) *

Mark only one oval.

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

7. Wheather you need to buy *

Mark only one oval.

- ☐ New
- ☐ Pre owned

8. Engine noise level (NVH) Noise/vibration/harshness? *

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- ☐ Low NVH (Cars have low noise level inside the Cabin & Car cost is high)
- ☐ Medium NVH (Moderate Noise levels)
- ☐ High NVH (Higher Noise level (Car cost is less)

9. Maximum speed would you like to drive? *

10. Put the Following characteristics in the order of your preference *

Check all that apply.

- ☐ Sporty feel
- ☐ Handling
- ☐ Breaking
- ☐ Comfort
- ☐ Column mileage
- ☐ Maintane
- ☐ Saftey
- ☐ Luxury
- ☐ Other: _____

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