Questionnaire

The purpose of this survey is to know about Japanese car brands image from the viewpoint of American. This is conducted to determine the level of brand image, to examine interactive role of those factors that determines brand image, to determine level of brand image of Japanese car brands.

We only collect the information you choose to give us, and we process it with your consent, or on another legal basis; we only require the minimum amount of personal information that is necessary to fulfill the purpose of your interaction with us; we don't sell it to third parties; and we only use it for this survey.

No.\_\_\_\_\_\_\_

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| 1. Do you live in Seattle? |
| 1. Yes, I do. 2) No, I don’t. |

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| 1. Do you drive your own car? |
| 1. Yes, I do. 2) I have a driver license, but I don’t drive a car. 3) I don’t have a driver license. |
| 3. How often do you drive your own car ? |
| 1. Almost every day 2) 3~5 days a week 3) 1~2 days a week 4) 1~4 days a month 5) less than once a month |

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| A. What are the automakers come to your mind when you hear about **reliability** and **security**？(Multiple) |
| 1) Audi 2) BMW 3) Cadillac 4) Chevrolet 5) Daimler (Mercedes- Benz, Smart)  6) Ferrari 7) Ford 8) GMC 9) Honda 10)Hyundai 11) Jeep 12) Lamborghini  13) Mazda 14) Mitsubishi 15) Porsche 16) Nissan 17) Subaru 18) Suzuki 19) Tesla 20) Toyota 21) Volkswagen 22) Voluvo 23) Other |
| B. What are the automakers come to your mind when you hear about **design** and **style**? (Multiple) |
| 1) Audi 2) BMW 3) Cadillac 4) Chevrolet 5) Daimler (Mercedes- Benz, Smart)  6) Ferrari 7) Ford 8) GMC 9) Honda 10)Hyundai 11) Jeep 12) Lamborghini  13) Mazda 14) Mitsubishi 15) Porsche 16) Nissan 17) Subaru 18) Suzuki 19) Tesla 20) Toyota 21) Volkswagen 22) Voluvo 23) Other |
| C. What are the automakers come to your mind when you hear about **good fuel efficiency**? (Multiple) |
| 1)Audi 2) BMW 3) Cadillac 4) Chevrolet 5) Daimler (Mercedes- Benz, Smart)  6) Ferrari 7) Ford 8) GMC 9) Honda 10)Hyundai 11) Jeep 12) Lamborghini  13) Mazda 14) Mitsubishi 15) Porsche 16) Nissan 17) Subaru 18) Suzuki 19) Tesla 20) Toyota 21) Volkswagen 22) Voluvo 23) Other |
| D. What are the automakers come to your mind when you hear about **good value for the price**? (Multiple) |
| 1) Audi 2) BMW 3) Cadillac 4) Chevrolet 5) Daimler (Mercedes- Benz, Smart)  6) Ferrari 7) Ford 8) GMC 9) Honda 10)Hyundai 11) Jeep 12) Lamborghini  13) Mazda 14) Mitsubishi 15) Porsche 16) Nissan 17) Subaru 18) Suzuki 19) Tesla 20) Toyota 21) Volkswagen 22) Voluvo 23) Other |
| E. What are the automakers come to your mind when you hear about **technology** and **innovation?** (Multiple) |
| 1) Audi 2) BMW 3) Cadillac 4) Chevrolet 5) Daimler (Mercedes- Benz, Smart)  6) Ferrari 7) Ford 8) GMC 9) Honda 10)Hyundai 11) Jeep 12) Lamborghini  13) Mazda 14) Mitsubishi 15) Porsche 16) Nissan 17) Subaru 18) Suzuki 19) Tesla 20) Toyota 21) Volkswagen 22) Voluvo 23) Other |
| F. What an automaker do you have now? (Multiple) |
| 1) Audi 2) BMW 3) Cadillac 4) Chevrolet 5) Daimler (Mercedes- Benz, Smart)  6) Ferrari 7) Ford 8) GMC 9) Honda 10)Hyundai 11) Jeep 12) Lamborghini  13) Mazda 14) Mitsubishi 15) Porsche 16) Nissan 17) Subaru 18) Suzuki 19) Tesla 20) Toyota 21) Volkswagen 22) Voluvo 23) Other 24) I don’t have a car. |
| G. Please chose the **ONE** car brand that you want to drive the most. |
| 1) Audi 2) BMW 3) Cadillac 4) Chevrolet 5) Daimler (Mercedes- Benz, Smart)  6) Ferrari 7) Ford 8) GMC 9) Honda 10)Hyundai 11) Jeep 12) Lamborghini  13) Mazda 14) Mitsubishi 15) Porsche 16) Nissan 17) Subaru 18) Suzuki 19) Tesla 20) Toyota 21) Volkswagen 22) Voluvo 23) Other |