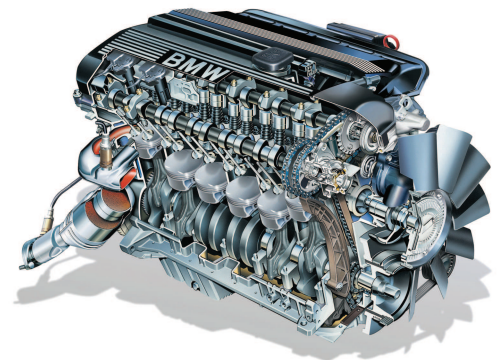




“Being second is to be the first of the ones who lose”- Ayrton Senna

Our unique blend of automotive plus related industry experience gives clients the opportunity to either pursue business in untried automotive markets or realise potential in new markets where their skills and products give them most leverage.

Our experience in the automotive field includes:



- Assessment of the European market and strategy development for Fruehauf.
- Market Studies for Quinton Hazell into automotive parts opportunities.
- Market assessment for Leyland Trucks.
- European study for Texaco into the automotive lubricants market.
- European marketing strategy for automotive products for Alcan.
- Analysis of the replacement exhaust systems market in France and Germany.
- Assessment of the European potential for after-market components.
- Diversification strategy into refrigerated bodywork manufacture.
- Groupage facility feasibility study.
- Assessment of European truck operator attitudes for Hino Trucks.
- Strategic analysis for a computerised car and truck maintenance system.
- Development of a relationship marketing strategy for OSS Group.
- Market research study into the UK Truck Rental market.
- Global strategic formulation for automotive wire and cable products.

## And Finally...

By working with Market Vision International you can:

- Identify new sales opportunities
- Set & measure customer focussed KPIs
- Retain customers
- Measure perceived service levels
- Increase customer focus
- Benchmark performance