



# Motorcheck.ie Automotive Fleet Analysis 2013

## Multi-Client Study

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## Introduction

The fleet / corporate sector is readily acknowledged as one of the most important contributors to the Irish motor industry. Yet the lack of reliable research data for the sector means that industry stakeholders have difficulty when qualifying the market size or introducing a range of services to the target audience.

As experts in data analysis and research for the motor industry Motorcheck.ie recognizes the requirement for a comprehensive study that will address these problems. Therefore we have decided to undertake a multi-client study that will deliver for its sponsors a valuable insight into the fleet procurement strategy for 5,000 of Ireland's largest companies and provide contact information for the relevant decision makers employed there.

Included below is an executive overview of the study's timings and final deliverables. Should you wish to express an interest in participating with the study please return the enclosed order form to John Courage (Project Manager) at the following email address [jcourage@benchmark.ie](mailto:jcourage@benchmark.ie)

## Target Sponsors

- Motor Distributors Premium & Volume Segments
- Fleet Management Companies
- Insurance
- Financial Service Providers
- LCV/HGV Distributors & Manufacturers
- Fuel Industry
- Automotive Service Providers

## Sponsor Benefits

This study will help sponsors achieve the following goals:

- Deliver a fully compiled contact database for targeting fleet related sales
- Provide insight into the depreciation trends for fleet buyers
- Establish an understanding of the prevalence of car allowance as an employee benefit
- Provide views on fleet mix per company
- Establish the trends in fleet procurement preferences (contract hire or outright purchase)

*The Motorcheck.ie Automotive Fleet Analysis will:*

Provide sponsors with an extensive database (up to 5,000 companies) and analysis of the automotive fleet market across multiple industry sectors which will include:

- *Company name and address(by postcode and county) phone number*
- *Industry Sector/Type of Business*
- *Number of Employees (0-50/51-100/101-150/151+)*
- *Contact Name of Fleet Procurement Officer and/or HR Manager*
- *Employee Benefit (Company Car/Van or Allowance) Yes/No*
- *Total Fleet Size(passenger/commercial/HGV)*
- *FM? FM Company Name.*
- *Contract Hire/Outright Purchase*
- *Standard Depreciation Term*

## Methodology

Motorcheck will conduct :

- Feasibility Study\* to assess targeted outcomes and refining of questionnaire.
- Individual Segment Sponsor meetings to share feasibility results and final sign-off of study.

## Research Process and Study Approach

|         | Activities Performed                                         | Timeframe                   |
|---------|--------------------------------------------------------------|-----------------------------|
| Phase 1 | Sponsors provide commitment to proceed                       | March 8 <sup>th</sup> 2013  |
| Phase 2 | Feasibility Study                                            | March 15 <sup>th</sup> 2013 |
| Phase 2 | Input provided by sponsors and consensus on content achieved | March 22 <sup>nd</sup> 2013 |
| Phase 2 | Questionnaire is finalised                                   | March 29 <sup>th</sup> 2013 |
| Phase 3 | Study is launched and campaign kick-off                      | Early April 2013            |
| Phase 4 | Campaign closed- Data is tabulated and analysed              | End of May 2013             |
| Phase 5 | Preliminary results available to sponsors                    | Early June 2013             |
| Phase 6 | Reports are written/results tabulated                        | End of June 2013            |
| Phase 7 | Final Results are delivered to the sponsors                  | Early July 2013             |

*NB: Dates are subject to change based on the timing of sponsorships.*

## Study Deliverables

Project deliverables will include the following:

- **Preliminary interview and web survey data**  
— Motorcheck will provide sponsors of the survey with a high-level summary of results as soon as they become available.
- **Key findings in a PowerPoint presentation**  
Motorcheck will deliver a presentation of the results to the sponsoring organisations.
- **Full Study Results in applicable format**  
Clients will receive full study results in tabulated form in applicable file format as per sponsorship agreement.

*\*The Feasibility Study will be a targeted campaign to 200 organisations and will run for two weeks. The results will only be shared with Segment Sponsors and will drive the format of the final study.*

## STUDY ORDER FORM

### Sponsorship Options

| Sponsorship                                                                   | Description of Deliverables                                                                                                                                                                                                                                                                                               |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Segment Sponsor</b><br>(Commitment prior to March 8 <sup>th</sup> 2013)    | <ul style="list-style-type: none"> <li>Feasibility Study Input/Influence Focus Areas</li> <li>Exclusivity within segment sponsorship area (6 months)</li> <li>Written report with analysis of findings</li> <li>Summary findings in a PowerPoint presentation</li> <li>Full Study Results in Electronic Format</li> </ul> |
| <b>Secondary Sponsor</b><br>(Commitment prior to March 8 <sup>th</sup> 2013)  | <ul style="list-style-type: none"> <li>Written report with analysis of findings</li> <li>Summary findings in a PowerPoint presentation</li> <li>Full Study Results in Electronic Format</li> </ul>                                                                                                                        |
| <b>Sponsorship after 15<sup>th</sup> March-Prior to March 29<sup>th</sup></b> | <ul style="list-style-type: none"> <li>Written report with analysis of findings</li> <li>Full Study Results in PDF Format</li> </ul>                                                                                                                                                                                      |

### Sponsorship Fees

| Industry Sector                         | Segment Sponsor | Secondary Sponsor |
|-----------------------------------------|-----------------|-------------------|
| <b>Motor Distributor</b>                |                 |                   |
| <i>Premium Segment</i>                  | €12,500.00      | €5,000.00         |
| <i>Volume Segment</i>                   | €12,500.00      | €5,000.00         |
| <b>Fleet Management Company*</b>        | €5,000.00       | €3,000.00         |
| <b>Financial Services</b>               | €5,000.00       | €3,000.00         |
| <b>Insurance</b>                        | €10,000.00      | €7,500.00         |
| <b>Fuel Industry</b>                    | €5,000.00       | €3,000.00         |
| <b>LCV/HGV Distributors*</b>            | €10,000.00      | €5,000.00         |
| <b>Automotive Technology/Telematics</b> | €5,000.00       | €3,000.00         |
| <b>Car Rental</b>                       | €5,000.00       | €3,000.00         |

*\*Sole Business Activity*

#### Client Details

|                             |  |
|-----------------------------|--|
| <b>Company Name</b>         |  |
| <b>Industry Sector</b>      |  |
| <b>Segment Selection</b>    |  |
| <b>Fee Total</b>            |  |
| <b>Authorised Signature</b> |  |
| <b>Date</b>                 |  |

**Payment Terms:** Payment is within 30 days from date of invoice. 50% of fees upon authorization, 50% upon deliverables received.

- **All terms and fees in this proposal are intended on an exceptional basis.**
- All professional fees are exclusive of VAT, and listed in Euros.
- Payment within 30 days from date of invoice. An invoice for total contract volume will be sent to the billing address listed above.
- This project may commence with purchase order or this signed contract.
- This contract is subject to the enclosed General Terms & Conditions for Motorcheck Services.

# GENERAL TERMS AND CONDITIONS FOR MOTORCHECK SERVICES

THIS AGREEMENT sets forth the general terms and conditions applicable to the performance of Consulting Services by Benchmark Fleet Services Ltd. T/A Motorcheck (Motorcheck) for you and your wholly-owned subsidiaries (collectively, the "Client"). The parties agree as follows:

## 1. Work Product, Limitations on Use and Access

- I. Motorcheck assigns to the Client ownership of the final work product or deliverable (collectively, the "Work Product"), subject to the terms of usage specified in the attached Proposal (the "Proposal") and items 1(ii)-(v) below. In the event of any conflict, the terms of the Proposal shall govern.
- II. Motorcheck retains all right, title, and interest in and to methodologies, data, knowledge, and research processes—including but not limited to algorithms, customer surveys, focus group guidelines, and statistical models—used in rendering consulting services and producing the Work Product.
- III. The Client may use the Work Product to support internal marketing, strategic planning, and business development functions. The Client shall include on all copies of the Work Product it uses or distributes all Motorcheck proprietary rights notices included or requested by Motorcheck.
- IV. The Client may not distribute, display, promote, or otherwise use the Work Product or other Motorcheck information or material for any external use without express written permission from the appropriate Motorcheck Representative, which approval shall not be unreasonably withheld. In such cases, the Client must provide a copy of the precise proposed wording or document to enable Motorcheck to gauge the full context of the usage and ensure its accuracy, currency, use in context, and proper attribution.
- V. Unless expressly stated otherwise, the medium or format in which the Work Product is received, or which is specified as the medium for distribution (e.g., CD-ROM, electronic file, PDF), is the only means by which the Client may reproduce and distribute those materials, subject also to any other requirements and restrictions provided herein or in the Proposal. The Client will monitor compliance with these restrictions from time to time on its own and as requested by Motorcheck, and in the event of a breach or alleged breach of these restrictions it will notify Motorcheck, promptly take reasonable corrective measures (in consultation with Motorcheck), and provide Motorcheck with access and cooperation to enable Motorcheck to audit compliance.

## 2. Conflict of Interest

Motorcheck may provide services for or on behalf of any other individual, corporation, or organization, and may advertise and represent its services as being so available. Performance of the services outlined in the attached Proposal will not preclude Motorcheck from accepting any other research, marketing, or consulting engagements with any other corporations, organizations, or individuals.

## 3. Confidentiality

Each party will protect information received from the other in writing that is marked "confidential" or "proprietary" from transfer or disclosure to others by use of the same measures that it uses (but no less than reasonable measures) to protect its own proprietary information. This does not include information that is already known to the receiving party at the time of disclosure, or that that party develops independently or obtains from a third party without any restriction on disclosure or transfer or that has been publicly disseminated without fault of the receiving party.

## 4. Termination

The Client cannot terminate this Agreement or the limitations set forth herein on the use of Motorcheck information and materials for any reason. Either party may terminate Motorcheck's obligations to render Services, effective on a future date, if the other party breaches any material obligation under this Agreement and fails to remedy the breach within ten (10) calendar days in the case of failure to pay money, or thirty (30) calendar days in all other cases, after receipt of notice to that effect. Upon any termination or expiration of this Agreement, (i) the Client shall pay Mo-

torcheck for the services performed, materials expended, and costs incurred by Motorcheck prior to termination, and (ii) all limitations set forth herein on the use of Motorcheck information and materials shall continue to apply.

## 5. Changes

In the event the Client desires to make reasonable changes to the work specifications and/or the delivery schedule during the term of this Agreement, the Client shall so notify Motorcheck in writing. Both parties shall use their best efforts to agree in writing on such changes and on necessary adjustments, if any, to the other terms of this Agreement as required to reflect and accommodate such changes. If the parties cannot reach agreement on any such changes or adjustments, the only remedy is that either party may, by written notice to the other, terminate further performance.

## 6. Exclusion of Warranties and Liabilities

- I. MOTORCHECK SHALL USE ITS REASONABLE EFFORTS TO PROVIDE INFORMATION THAT IS ACCURATE. HOWEVER, Motorcheck MAKES NO REPRESENTATION OR WARRANTY AS TO THE ACCURACY OR COMPLETENESS OF ANY INFORMATION PROVIDED. Motorcheck ALSO EXPRESSLY DISCLAIMS ANY REPRESENTATIONS OR WARRANTIES THAT MAY BE IMPLIED UNDER APPLICABLE LAW, INCLUDING, WITHOUT LIMITATION, ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR USE.
- II. Motorcheck is not liable for any loss or damage claimed to have resulted from the use by, or on behalf of, the Client of any information or material (including Work Product) furnished by Motorcheck, regardless of the circumstances or cause of action, and the Client shall hold Motorcheck harmless from, and indemnify it for, any loss, cost, or expense including reasonable attorneys' fees, suffered or incurred as a result of, or in connection with, any claim, suit, or action by the Client or any third party relating to that use unless attributable to Motorcheck's gross negligence or willful misconduct. In no event will Motorcheck be liable for any indirect, special, incidental, consequential, or exemplary damages, even if Motorcheck was advised of the possibility of such damages, or for any damages in excess of the amount actually received by Motorcheck under this Agreement as of the date when the cause of action accrued, unless attributable to Motorcheck's gross negligence or willful misconduct.

## 7. Miscellaneous

- I. Motorcheck will not be liable for, and is excused from, any failure to render services due to any cause beyond its reasonable control, such as a catastrophe of nature, governmental action, computer viruses and failures, acts of state, terrorism, labor difficulties, or nonperformance of a supplier.
- II. Neither party may assign this Agreement without the written consent of the other party, except that either party may assign it to a corporation or organization to which it conveys substantially all of its assets, into which it is merged, or with which it is consolidated, provided (i) the Client shall remain obligated for all payment and other obligations under this Agreement, and (ii) the assignee expressly accepts and agrees to be bound by this Agreement in writing.
- III. All notices provided for in this Agreement shall be in writing, addressed to the particular party at the respective address set forth in the Proposal or to such other addresses as may be designated by that party by notice.

8. This Agreement, which includes the Proposal and the General Terms and Conditions stated herein, sets forth the complete agreement between the parties relating to its subject matter as of the date hereof. Except as specifically provided otherwise, no alteration or modification of any of the provisions of this Agreement will be binding on a party unless evidenced by a written amendment signed by that party.

**MOTORCHECK'S PROPOSALS, AUTHORIZATION LETTERS, AND AGREEMENTS, INCLUDING ALL PRICING AND TERMS, ARE CONFIDENTIAL AND MAY NOT BE REDISTRIBUTED OR DISCLOSED TO THIRD PARTIES.**