

PEOPLE GARAGE

PEOPLE GARAGE IS A BUSINESS UNIT OF PEOPLE, ONE OF ITALY'S LEADING MARKET RESEARCH AGENCIES.





**WE ARE SPECIALIZED IN INTERNATIONAL RESEARCH IN THE AUTOMOTIVE SECTOR.
IN ADDITION TO SOLID EXPERIENCE BUILT UP OVER THE YEARS, WE OFFER THE UNIQUE ADDED VALUE
OF BRAIN GARAGE, OUR PROPRIETARY LOCATION DESIGNED SPECIFICALLY FOR CLINIC TESTS.**

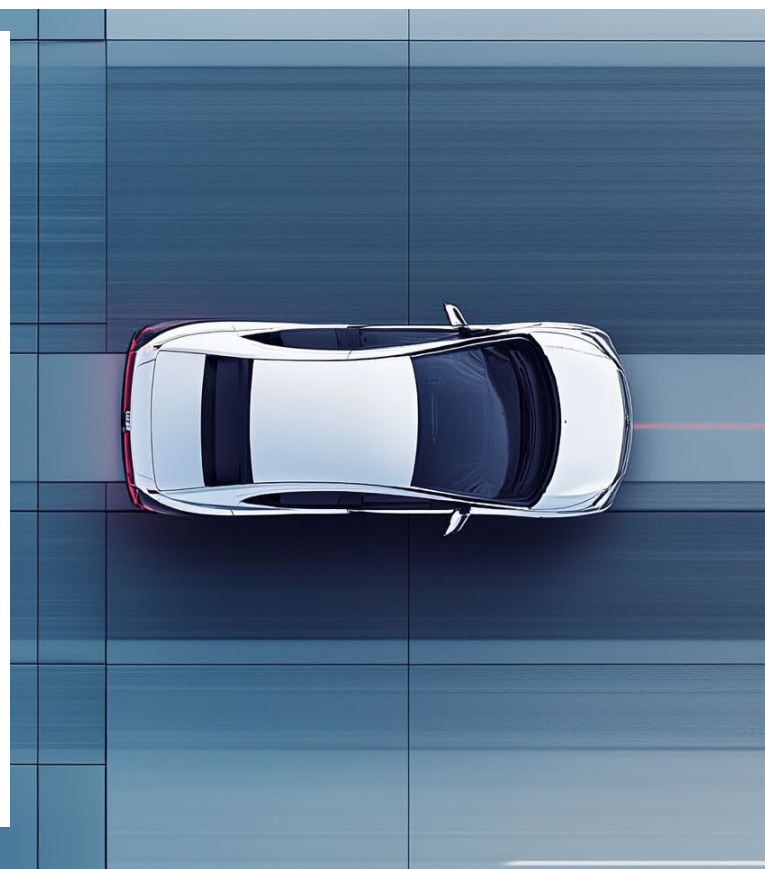
EXPERTS IN:

CLINIC TEST

Research aimed at evaluating and analysing specific models before their launch, to provide indications on how to optimize them concretely and how to best position them.

OUR STRENGTHS:

- 1. A FULLY CUSTOMIZABLE, PRIVATELY OWNED **LOCATION**
- 2. **INNOVATIVE TOOLS** TO SUPPORT RESEARCH
- 3. A HIGHLY **SPECIALIZED TEAM**



... AND MORE

- Mobility scenarios
- Usage and Attitudes
- Segmentation Studies
- Concept test
- Features test
- Mystery Shopping
- Post Launch analysis
- Brand image
- Advertising test
- Prospective Studies

1. A FULLY CUSTOMIZABLE, PRIVATELY OWNED LOCATION.

WHERE? AT BRAIN GARAGE!

After conducting car clinic tests in several countries, we realised that doing it in a location designed ad hoc would have been a great advantage for us and our clients.

Now we can offer total security and privacy, a showroom in neutral colours, with purpose-made lighting, latest generation wi-fi and tablets, focus group rooms with direct view of the cars, welcoming one-way mirror viewing rooms... and the flexibility that you can offer only when owning the location.

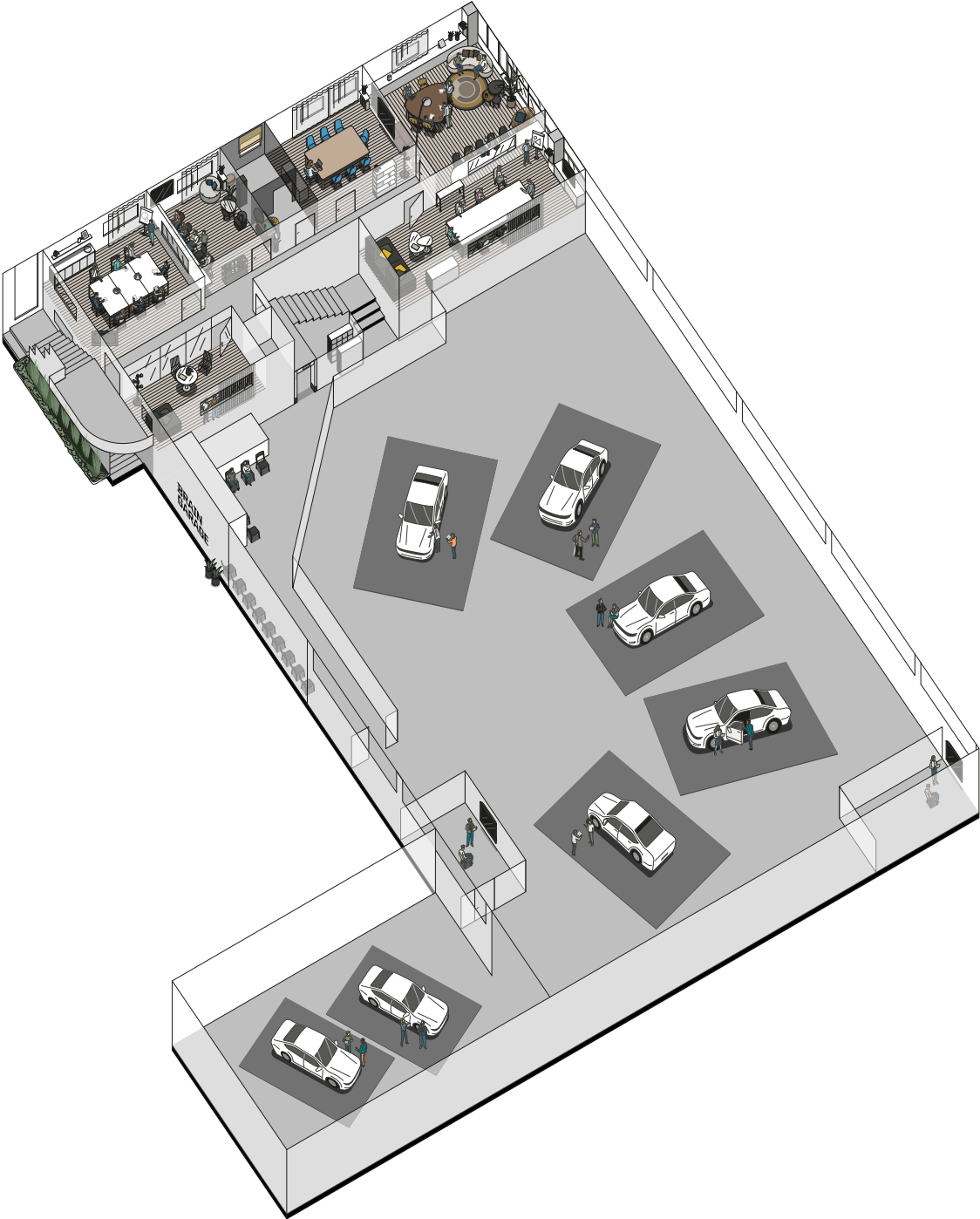
Specifically...

THE SPACE

In the Hangar up to 5 large cars or 6 from the A and B segments, plus 1 or 2 separately in the Mini Hangar.

THE EQUIPMENT

It has dividing panels, metal detectors, lockers for cell phones and personal items, tablets, latest-generation fibre and wi-fi, streaming and simultaneous translation system, professional microphones. And much more.



- ① Hangar
- ② Mini Hangar
- ③ Welcome Area
- ④ Hidden Workplace
- ⑤ Bathroom
- ⑥ Workplace
- ⑦ Kitchen
- ⑧ Relax Oasis
- ⑨ Courtyard

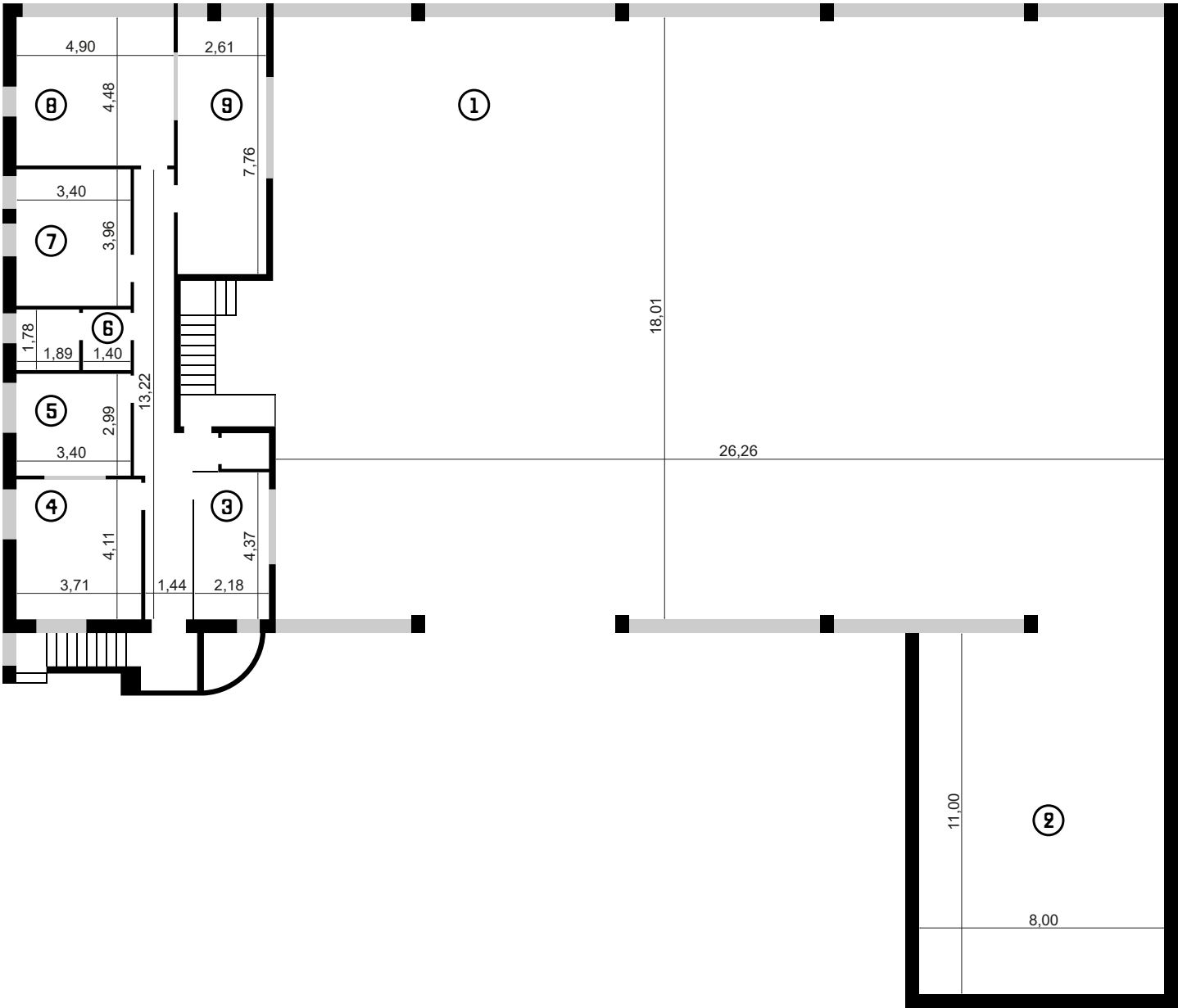
- ① Hangar
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1. A FULLY CUSTOMIZABLE, PRIVATELY OWNED LOCATION.

BRAIN GARAGE FLOOR PLAN: FIRST FLOOR.

- ① Hangar
- ② Mini Hangar
- ③ Transparent Room
- ④ Easy Room
- ⑤ Counter
- ⑥ Bathroom
- ⑦ Quiet Room
- ⑧ Comfortable Corner
- ⑨ Panoramic Room



 1. A FULLY CUSTOMIZABLE, PRIVATELY OWNED LOCATION.



BRAIN GARAGE: THE TWO HANGARS

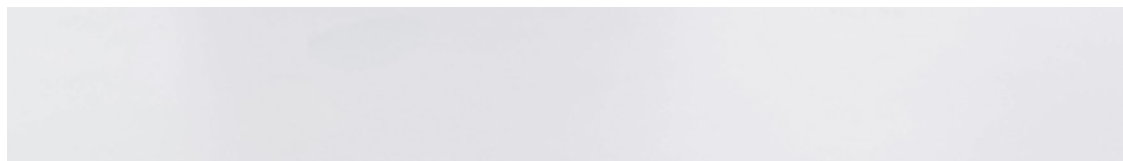
2 LARGE SPACES TO DISPLAY YOUR VEHICLES



HANGAR **580m²**



MINI HANGAR **94m²**



1. A FULLY CUSTOMIZABLE, PRIVATELY OWNED LOCATION.

BRAIN GARAGE: FOCUS GROUP FACILITIES

2 FG ROOMS WITH ONE WAY MIRROR VIEWING ROOMS, WITH VIEW OF THE HANGAR



1. A FULLY CUSTOMIZABLE, PRIVATELY OWNED LOCATION.

BRAIN GARAGE: THE MEETING ROOMS

MANY COMFORTABLE ROOMS OF DIFFERENT SIZES AND STYLES, TO WORK TOGETHER AND SHARE IDEAS



INNOVATIVE TOOL: THE CAR CONFIGURATOR


People's propriety digital platform that enables users to simulate the configuration of one's vehicle by personalizing its various elements and components, in an engaging and easy way.

As users select different options, the car image updates in real-time, providing immediate feedback on their choices. Additionally, this interactive tool can display and dynamically update supplementary details like pricing and performance metrics, further aiding users in making informed decisions.

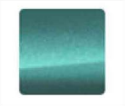
A. UNPRICED PHASE

PEOPLE GARAGE


M2. Which colour would you choose?



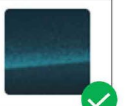
ORANGE
(metallic)




LIGHT BLUE
(metallic)




SAND GRAY
(metallic)



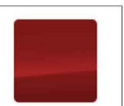
BLUE
(metallic)



WHITE
(pastel)



BLACK
(pastel)



RED
(pastel)

→

SELECTED OPTIONS

Configuration: Range

Wheels size: 20" with red brake caliper

Interiors: Monocolor premium ambient

Pack Style-Comfort: YES

Pack Tech: YES

Autonomous driving system: YES


Semi-active suspension system: YES

Colour: BLUE

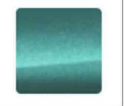
B. PRICED PHASE

PEOPLE GARAGE


M2. Which colour would you choose?



ORANGE
(metallic)
1.000 €




LIGHT BLUE
(metallic)
1.000 €




SAND GRAY
(metallic)
1.000 €


Previous choice



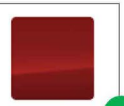
BLUE
(metallic)
1.000 €



WHITE
(pastel)
500 €



BLACK
(pastel)
0 €



RED
(pastel)
2.200 €

→

SELECTED OPTIONS

Configuration: Range72.000,00 €

Wheels size: 20" with red brake caliper2.000,00 €

Interiors: Monocolor premium ambient2.500,00 €

Pack Style-Comfort: YES1.500,00 €

Pack Tech: YES4.000,00 €

Autonomous driving system: YES3.500,00 €

Semi-active suspension system: YES1.000,00 €

Colour: BLUE1.000,00 €

FINAL PRICE87.500,00 €

... which corresponds to a monthly instalment of790,00 €

PEOPLE
GARAGE

QUANTITATIVE

Vanessa Capece

Marta Mauri

Elena Caldera

Manuel Romei

Luca Restelli

Martina Santagostino



QUALITATIVE

Vanessa Houlli

Gaia D'agostino

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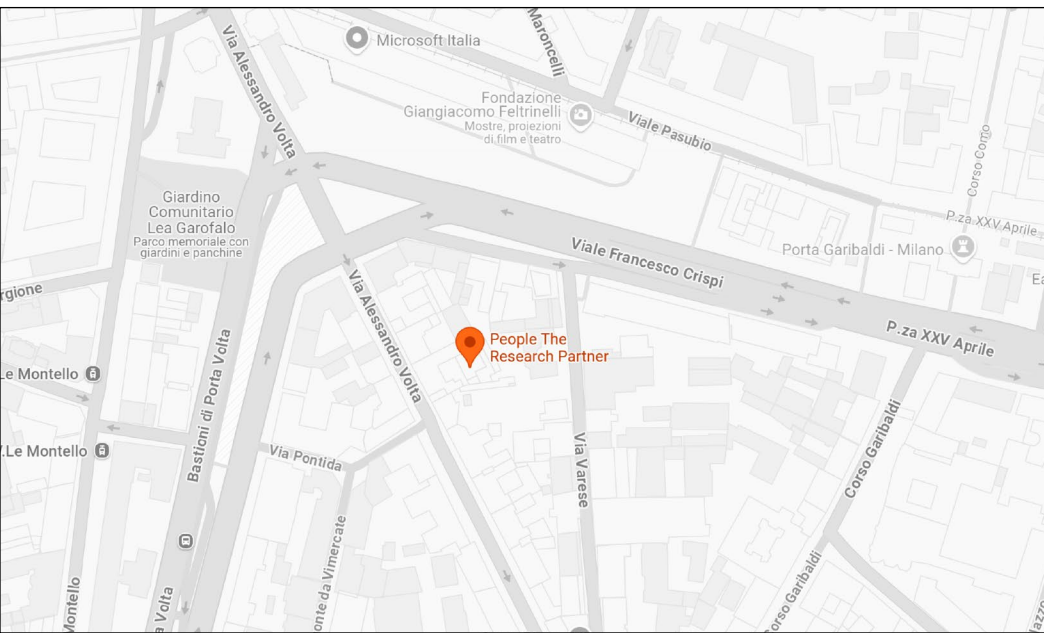
ADDRESS

People Garage is a business unit of People

Via Alessandro Volta 16 – 20121 Milano



WANT TO LEARN MORE ABOUT PEOPLE?

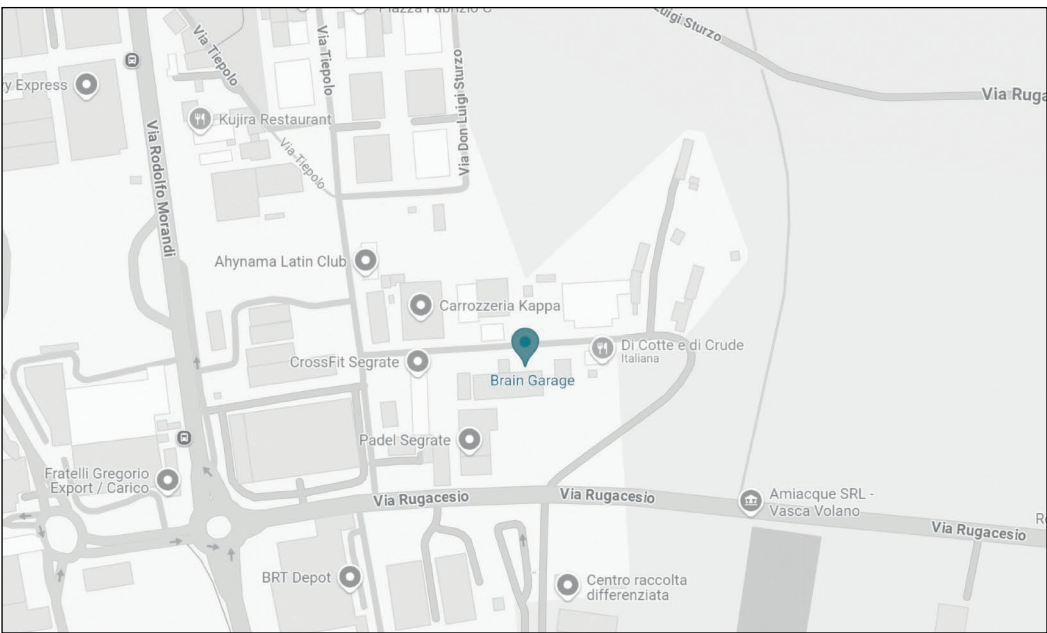


People is one of the leading market research agencies in Italy, based in Milan. With over 50 employees, we follow and coordinate researches all over the world.

If you'd like to know more, click here:
<https://www.peopleresearch.it/en/>



WANT TO LEARN MORE ABOUT BRAIN GARAGE?



Brain Garage is our location in Segrate (Milan), set up specifically for clinics.

If you'd like to know more, click here:
www.braingarage.it

BRAIN GARAGE