



QUALITATIVE ANALYSIS

Focus Group Participants

Participants ranged in age from
33 to 65.

Backgrounds included:
Medical field, architecture,
marketing, retail, and
engineering.



Objectives

- Gain insight into the 4 key elements to the future success of the concept: Familiarity, Options, Financials, and Usage.
- Provide opportunity for participants to express viewpoints on the proposed concept vehicle

Familiarity Questions

- What do you already know about diesel engines?
- Why do you think Jeep would want to offer a diesel option in the Wrangler?



Familiarity Responses

*Codified Responses

	Tom	Haley	Lisa	Ray	Barb
Question 1	Efficiency	Fuel Costs	Unfamiliar	Torque, Power	Commercial Use Only
Question 2	Torque Power	NO COMMENT	More Power	Work Vehicle	Fuel Economy

Options Questions

- What vehicles are you aware of that offer a diesel option?
- Why do you think certain options are group together? Example: Leather seats and heated seats option



Option Responses

*Codified Responses

	Tom	Haley	Lisa	Ray	Barb
Question 1	Volkswagen, Dodge	Audi	Volkswagen	General Motors (Chevy, GMC)	Mercedes Benz
Question 2	NO COMMENT	Unaware, Ease of Marketability	NO COMMENT	NO COMMENT	Luxury Features

Financial Questions

- Assuming the diesel option will cost more than other options how do you think it will be justified in the marketplace?
- What additional features or options would you expect to see in equipment levels of a Jeep Wrangler Diesel?*



*Question was accidentally omitted from focus group, no responses collected

Financial Responses

*Codified Responses

	Tom	Haley	Lisa	Ray	Barb
Question 1	Cost of Ownership, Similar to Hybrid	NO COMMENT	NO COMMENT	Durability, Longevity	Fuel Costs
Question 2	FAILED TO ASK	FAILED TO ASK	FAILED TO ASK	FAILED TO ASK	FAILED TO ASK

Usage Questions

- Assuming you own a Diesel Wrangler, how would you use it?
- What would you want to compare or otherwise know in advance of buying a Wrangler Diesel?



Usage Responses

*Codified Responses

	Tom	Haley	Lisa	Ray	Barb
Question 1	Brand Image, “Cool Factor”	2 Ends of Spectrum	NO COMMENT	Utility Vehicle	Capabilities
Question 2	Trucks	NO COMMENT	Durability of Engine	Truck, Premium	Equipment, options, benefits

Data Interpreted

**Qualitative Analysis Only*

- Members of the focus group felt positive about the concept in general.
- Uncertainties were minor and would be easily explained through marketing or sales process.
- Capabilities are in line with what the consumer would expect out of the vehicle.
- Power and Fuel Economy are important to consumers from a variety of backgrounds.
- Comparison vehicles would be out of the segment, leaving the concept vehicle as a “stand alone” in its class.

Conclusions

- A diesel Jeep Wrangler would be well received by the public.
- “Diesel stigma” is very low and perception is favorable.
- Vehicle would be a “stand alone” in its class and therefore industry leader.





SUPPORTING DATA

Full Question Set

1. Familiarity:
 - a. What do you already know about diesel engines?
 - b. Why do you think Jeep would want to offer a diesel option in the Wrangler?
2. Options:
 - a. What vehicles are you aware of that offer a diesel option?
 - b. Why do you think certain options are grouped together? Example: Leather seats and heated seat option
3. Financials:
 - a. Assuming the diesel option will cost more than other options how do you think it will be justified in the marketplace?
 - b. What additional features or options would you expect to see in equipment levels of a Jeep Wrangler Diesel?
4. Usage
 - a. Assuming you own a Diesel Wrangler, how would you use it?
 - b. What would you want to compare or otherwise know in advance of buying a Wrangler Diesel?

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Full URL for DropBox File: <https://www.dropbox.com/s/kda3dr5tyomc4ml/Focus%20Group.m4a?dl=0>

Supporting Data

	Tom	Hayley	Lisa	Ray	Barb
1.A	Efficiency	Fuel costs	Unfamiliar	Torque, Power	Commercial use only
1.B	Torque, power	NO COMMENT	More power	Work vehicle	Fuel economy
2.A	VW, Dodge	Audi	VW	GM	Mercedes
2.B	NO COMMENT	Unaware, Ease of Marketability	NO COMMENT	NO COMMENT	Luxury, features
3.A	Cost of ownership, Hybrid	NO COMMENT	NO COMMENT	Durability, Longevity	Fuel costs
3.B	FAILED TO ASK	FAILED TO ASK	FAILED TO ASK	FAILED TO ASK	FAILED TO ASK
4.A	Brand Image, "cool factor"	2 ends of the spectrum	NO COMMENT	Utility vehicle	Capabilities
4.B	Trucks	NO COMMENT	Durability of engine	Truck, Premium	Equipment, Options, Benefits

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