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## **Enprecis and Sinotrust to Commence Collaboration**

December 14, 2010 – Seattle, WA and Shanghai, China – Enprecis, a Seattle-based provider of customer-initiated product quality feedback to the global automotive industry, and Sinotrust, China’s number one automotive market research company, have established a new relationship to help car manufacturers in China measure customer response to product quality using their combined resources. Their mutual cooperation represents an exciting opportunity to understand the automotive market in China on a large scale.

As automobiles become more complex, with electronics and software representing up to 60% of the cost of a new vehicle, successfully monitoring problems becomes even more important. Identifying issues quickly helps resolve them sooner, avoiding costly recalls. Already representing more than 20% of global sales, the automotive industry in China continues to grow rapidly, posting 48% growth during the first half of 2010.

Enprecis Continuous Quality Insight (CQI) is an innovative online survey and reporting platform that provides an effective way to monitor large volumes of real-time feedback for the global automotive industry.

CQI connects manufacturers and customers via customizable surveys that draw from an extensive bank of automotive questions designed to get to the root cause of vehicle problems. All submitted customer feedback—including full-text comments—can be analyzed in detail in a powerful reporting platform, providing fast actionable data about vehicle quality issues. CQI is fully localizable and can be rendered in any language. Currently, customers in five continents use CQI for feedback purposes.

Sinotrust’s deep understanding of the Chinese automotive market will enable Enprecis to provide its clients added advantages and the resources to gather insight. Existing Enprecis clients have used CQI to triple survey response rates, collect five times as many customer comments, and reduce specific vehicle quality issues by half.

“China represents the future of the automotive industry,” noted Richard Counihan, CEO of Enprecis. “We are excited to partner with Sinotrust, China’s leading market research company, to help make Enprecis CQI the industry standard for customer insight in China.”

Enprecis will supply a complete survey and reporting platform in Chinese, reflecting Enprecis’s commitment to serving its clients in their preferred languages.

As the Chinese auto market continues to develop, CQI data will guide the industry in creating vehicles of higher quality with improved customer appeal. The partnership between Enprecis and Sinotrust will collect customer insight for markets representing more than 40% of global automotive sales, representing an important step in the evolution of the automotive industry.

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## **About Enprecis**

Founded in 2006, Enprecis is an emerging online information services provider for the global automotive industry. The most responsive customer feedback channel of its kind, Enprecis Continuous Quality Insight (CQI) collects real-time customer data for top automobile manufacturers and provides analysis tools that reveal trends. With offices in Seattle, Seoul, and Shanghai, Enprecis is poised to understand the global automotive market as it grows. For more information about Enprecis's innovative approach to information, visit [www.enprecis.com](http://www.enprecis.com).

## **About Sinotrust**

Sinotrust is a leading supplier of marketing solutions and credit solutions in China. Sinotrust's purpose is to collect, analyze and manage information about markets, consumers and businesses to provide marketing research, business information, consulting and database marketing services through integration of information, services and technology. Sinotrust products and services help clients make better marketing and credit decisions and develop profitable customer relationships. For more information about Sinotrust, visit [www.sinotrust.cn](http://www.sinotrust.cn).

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