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## **Enprecis Taps into Global Automotive Market by Naming Vincent Dupray General Manager for Europe**

**February 1, 2011 – Seattle, WA and Paris, France** – Enprecis, a leading provider of online customer insights to the global automotive industry, has appointed Vincent Dupray as General Manager in Europe. Dupray will lead operations in Europe and expand the company's business globally. Having worked closely with Jaguar Land Rover in the United Kingdom for several years, Enprecis is looking to help other European automakers gain a better understanding of customer needs and improve vehicle quality. Dupray's expertise across the automotive and market research industries will help him strengthen existing client relationships and create new business opportunities for Enprecis.

Enprecis Continuous Quality Insight (CQI) is collects real-time customer feedback on vehicle quality for automotive manufacturers around the world. A global company, Seattle-based Enprecis provides services in 10 countries for 8 automotive brand and has established a particularly strong presence in Asia, with offices in Seoul, South Korea, and Shanghai, China, and has forged successful partnerships with regional automobile manufacturers such as Hyundai, Kia, and Mazda. Having launched new customer surveys in Australia, China, and Russia in 2010, Enprecis plans additional global expansion in 2011, and is well poised to help European automakers move into emerging markets.

As Enprecis' General Manager in Europe, Dupray will help manage client programs and lead business development efforts in Europe. His deep understanding of automotive manufacturing, customer needs, and the European market will help him drive successful new global initiatives.

"Vincent's market research experience and interactions with European automakers will complement our existing base of international market intelligence," notes Richard Counihan, CEO of Enprecis. "His presence will round out Enprecis' ability to keep tabs on the global automotive market and provide value to customers across different regions. We are excited to have him on board."

Dupray is an automotive industry and market research expert with more than 20 years of experience in both fields. After earning degrees in electrical mechanics and intelligence marketing, Dupray began his career as an export manager for PSA Peugeot Citroën, handling international markets, training plans, and post-sales followup processes to ensure reduced costs and effective program implementations. From Peugeot, Dupray moved to Polk, a leading automotive market research company, where he managed product development and marketing as a regional director. He expanded his international operations expertise by serving as Chief Operating Officer for Novalys, managing production teams for the export consultancy leader.



Dupray comes to Enprecis from TNS, the world's largest custom market research firm, where he served as Business Development Director and drove critical new revenue streams for the company.

"My career has focused on the automotive industry and I am excited to bring Enprecis' innovative technology to new markets," says Dupray. "Enprecis CQI is an industry-changing tool that adds real value by bringing customer insights to automobile manufacturers around the world."

With Dupray's expertise, Enprecis reinforces its distinctive position as a global player in the automotive market research field. As the automotive industry continues to grow and change, Enprecis Continuous Quality Insight (CQI) can be relied on to provide automobile manufacturers with the latest and most detailed intelligence about customers across all markets.

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### **About Enprecis**

Founded in 2006, Enprecis is an emerging online information services provider for the global automotive industry. Enprecis Continuous Quality Insight (CQI) technology provides robust, real-time customer satisfaction data and powerful analysis tools to automobile manufacturers and dealers. The most responsive feedback channel of its kind, CQI helps the automotive industry get accurate information that leads to improvements in vehicle quality and customer satisfaction. Enprecis clients include Chrysler, Hyundai, Kia, Mazda, and Jaguar Land Rover. For more about Enprecis' innovative approach to data, visit <http://www.enprecis.com/>.

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