



GfK NOP

Press release

immediate release

Toyota reappoints GfK Mystery Shopping as Performance Evaluation partner

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London, 12 March 2009 – Toyota today confirmed that it is retaining GfK Mystery Shopping - one of the largest and longest serving mystery shopping companies in Europe – to continue as its Performance Evaluation programme partner, following a tender process against nine other agencies.

Nick Wilson, **Sales Development Manager** at Toyota GB, comments, “We chose GfK Mystery Shopping because they have proven themselves as an innovative, robust and high-value research partner and are particularly strong in demonstrating a clear return on investment. They bring us invaluable experience from other sectors, ensuring that our Evaluation Programme is class-leading and, critically, they are able to react very quickly and effectively in adapting our programme to match the demands of a very fast moving industry.”

Alasdair Kerr, Commercial Director at GfK Mystery Shopping, continued, “We’re very excited to be continuing our partnership with Toyota on their Performance Evaluation Programme. The customer’s purchase ‘experience’ can be the determining factor that clinches a sale – particularly in a turbulent economic climate when consumers need extra reassurance that their purchase is well placed. Toyota has always placed importance on ensuring that customers feel valued at each stage of the selection-and-purchase journey, and their overall satisfaction with the Toyota brand is a crucial element in Toyota’s success.”

As part of its ongoing commitment to delivering the best customer experience, Toyota GB runs an extensive mystery shopping programme, designed to identify potential areas for business and process improvement

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within the customer journey. The results of their mystery shopping programme are used to design effective measures that improve the customer buying experience across all touch-points - which, in turn, increases consumer affinity with the Toyota brand.

Toyota has been working with GfK Mystery Shopping since 2002 in a continuously adapting strategy that they evolve in synergy to changing market demands. Last year GfK Mystery Shopping 'shopped' 60-80 Toyota Centres per quarter, using phone calls, physical visits and emails, as well as a fourth measure on how effectively requests for a test drive were being fulfilled.

-ENDS-

EDITOR'S NOTE: Please source all information to GfK Mystery Shopping.

For further details or to arrange an interview, please contact Amanda Wheeler, PR & Communications Manager on 020 7890 9386 / amanda.wheeler@gfk.com

About GfK Mystery Shopping

GfK Mystery Shopping is part of GfK NOP and one of the largest and longest serving mystery shopping agencies in Europe, conducting studies across all industries, with specific focus on retail, tele-communications, financial, public sector and transport, both in the UK and worldwide.

For further information, please visit our website: www.gfknop.com

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About the GfK Group

The GfK Group is the No. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has 115 companies covering over 100 countries. Of a total of about 10,000 employees (as of September 30, 2008), more than 80% are based outside Germany.