

Be with your customers. In the vehicle. On every trip.

Your vehicle, studied exhaustively for two whole months, by real customers and the research team at Rebel. Every interaction between humans and machine recorded, logged and studied; all behaviors assessed and catalogued; all emotions ranked and validated.

Rebel is once again proud to bring you the pinnacle of consumer insights, the only true real-world test in automotive.

Customer insights delivered to you directly:

- We go deep – thousands of hours of research devoted to your vehicle
- Vehicle interaction videos – 200+ hours per vehicle, curated
- ‘Playlists’ of repeated actions. Insights come alive when there’s proof-of-use
- Hand-drawn mechanical sketches of trouble-spots AND design improvements – you can bring these to the board-room
- One on One video from our test subjects to your team
- Regular updates during testing

Rebel’s past auto programs have led to the refresh of one client’s entire line of sedans, gave critical intelligence to an American truck brand, and guided the redesign of one of the best-selling midsize SUV’s in the world. The marketing, business and design-intelligence your vehicle will gain from this human-centered study will guide your growth for years to come.

For Summer 2020:

- Complete manufacturer indemnity. We buy/insure every vehicle. Zero paperwork.
- No surveys, no focus groups, no simulations; no guessing. REAL!!
- Strict ethnography/anthropology research methods applied, including extensive use of video, customer interviews throughout the test, and incentives for our subjects to put your vehicle through its paces.

Your final report will detail how your vehicle fares in daily use (both the good and the bad), along with the customer-perspective of your vehicle’s features and operation in a myriad of conditions.

Enrollment is open NOW, and spots are limited. This is the data you need to define your new models or your next refresh, build on core strengths and eliminate weaknesses.

Reserve your spot today.



Write to us here: Auto@RebelConsultants.com or call 415.937.1242