



ACM Focus Groups

Location and Services for Qualitative Research Methods

The American Center for Mobility is a one-of-a kind global development center that can provide support services and unique locations for focus groups for qualitative research for safe, sustainable, and secure technologies. American Center for Mobility's various test track environments and onsite experts provide the ideal location for market research. A focus group is an excellent method of qualitative market research for the automotive industry.



American Center for Mobility is equipped with over eleven different highspeed and low speed environments that can be configured to accommodate the users research requirements. Along with the various testing environments, ACM can provide a variety of garages and meeting spaces for customer and participant convening.

Along with the facility and testing environments, American Center for Mobility can provide participant recruiting services through a third-party source, handle on-site logistics for both customer and participants, as well as on-site support for moderators, drivers, etc.

Package Example:

- (1) High Speed/Low Speed Environment (Mon.- Fri. 8am-5pm)
- (32) Participants
- (1) Short Term Garage or Conference Room
- (2) Moderators/Drivers
- Cones/Barriers for Course

Base Package Pricing: \$47,500