

## Best Mods Surveys



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## Why did we do the surveys?

- Discussion at BMH Body Plant over coffee before a tour of the plant in 2012
- What modifications seemed to improve an MGV8?
- Idea of a survey suggested by Roger Aldridge
- Survey results would be useful for existing and new owners

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## What modifications?

- Gathered modification suggestions from fellow members
- Originality versus Modification – topical question for classic car enthusiasts
  - **Originality** – pleasure of keeping a car as produced with possibly minor safety or convenience mods
  - **Modification** – practical approach of making the car better
- Top 40 – manageable size for survey participants

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## How did we go about the survey?

- Participant profile – length of MGV8 ownership, technical knowledge & how much maintenance they do themselves
- Rating each modification by benefit category:
  - Technical benefit
  - Cosmetic benefit
  - Safety benefit
  - Driving experience improvement
  - Value for money
- Scores for each benefit category were weighted

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## Weightings for each benefit category

- Technical benefit 15%
- Cosmetic benefit 5%
- Safety benefit 25%
- Driving experience improvement 35%
- Value for money 20%

Driving experience & safety are major factors

Ratings by each survey participant were on a scale of 1 to 5

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## What “Best Modifications Surveys”?

- Best RV8 Modifications Survey managed and survey report made by Roger Aldridge
- Best MGBGTV8 Modifications Survey managed and survey report made by Ralph Coulson
- Best Modified MGBV8 Mods Survey to follow later

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## Why did we split the MGBGTV8 & Modified MGV8 surveys?

- We felt the attitude of owners to modifications would tend to be different:
  - Factory MGBGTV8 owners would tend to be more conservative in their choice of modifications
  - Modified MGV8 owners would tend to consider more radical modifications as their car is already a modified car!
- Results of a combined survey could be muddled
- We felt splitting the two as two surveys would be wise

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## How were the survey results reported?

- Top 10 modifications by number done by the participants
- Top 10 modifications based on the weighted scores of the participants
- Report on the 40 modifications
- Detailed report on each survey released on the V8 website

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