

Consumer Demand for Alternative Powertrain Vehicles

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Fuel efficiency is not very important to consumers in their choice of a specific vehicle.

Why Did You Choose the Car You Did?

Drive, Handling, and Performance	69%
Comfort	61%
Styling/Exterior Design	60%
Safety	55%
Physical Dimensions	51%
Long-Term Durability	51%
Vehicle Purchase Price	46%
Fuel Efficient	37%
Warranty Coverage	36%
Defect-Free Vehicle When New	34%
Lowest Interest-Rate Financing	33%
Resale/Holding Its Value	30%
Dealer Service	29%
Good Buying Experience	28%
Advanced Technology	21%
Other	5%

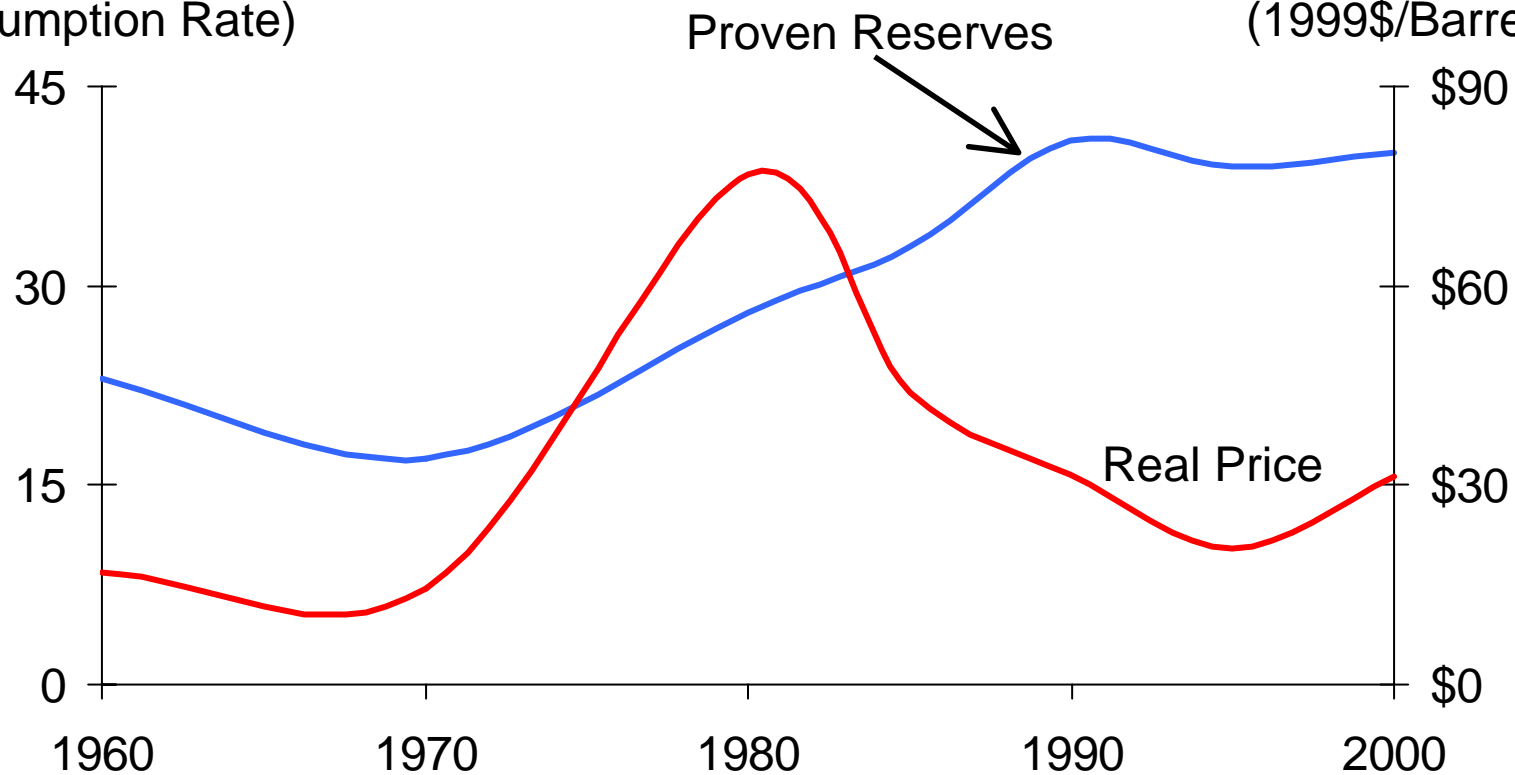
Only 37% of consumers said fuel efficiency influenced their choice of a specific vehicle, making it 8th.

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The world does not appear to be running out of oil.

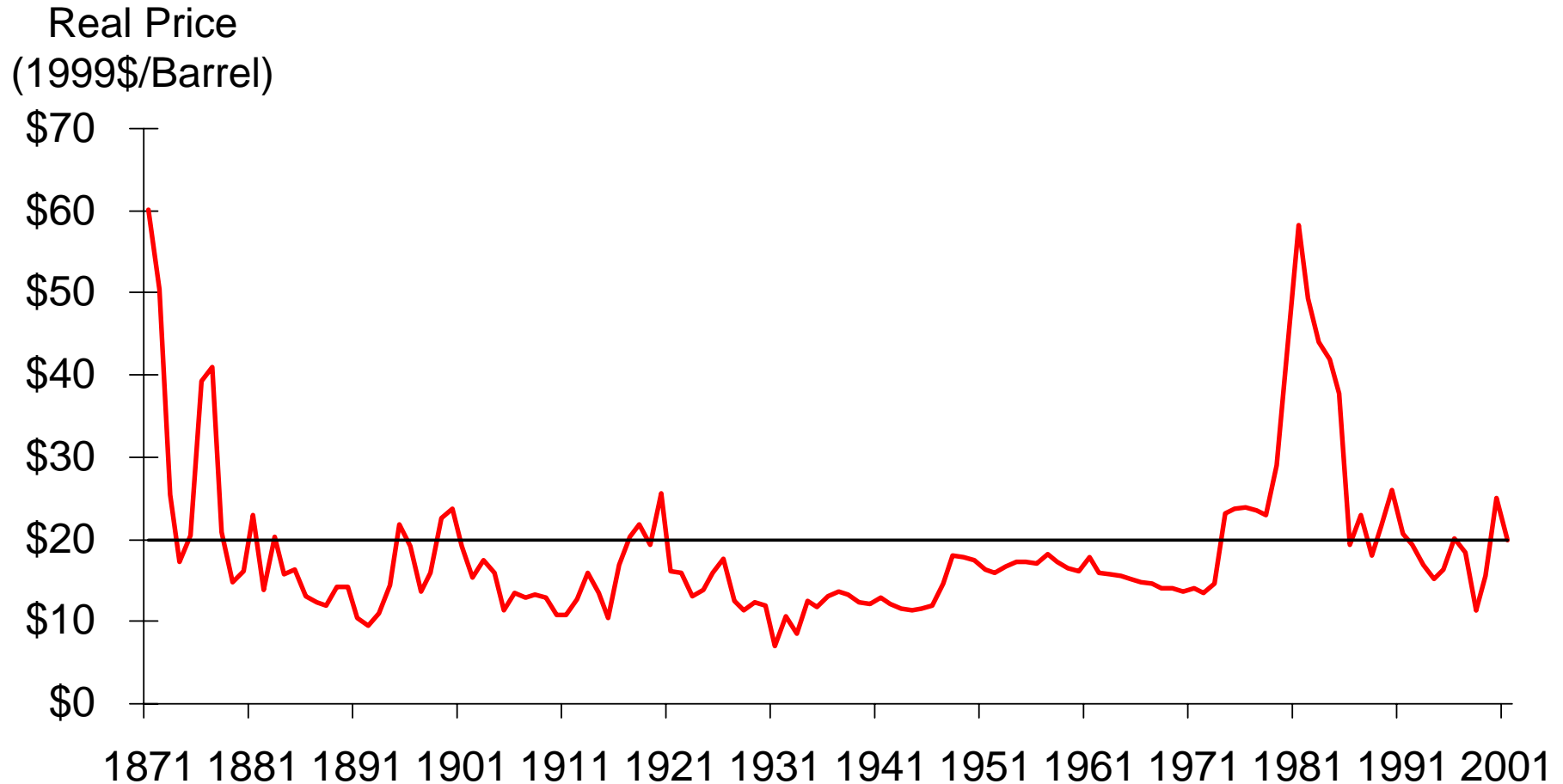
Proven Reserves
(Years at Current
Consumption Rate)

Real Price
(1999\$/Barrel)



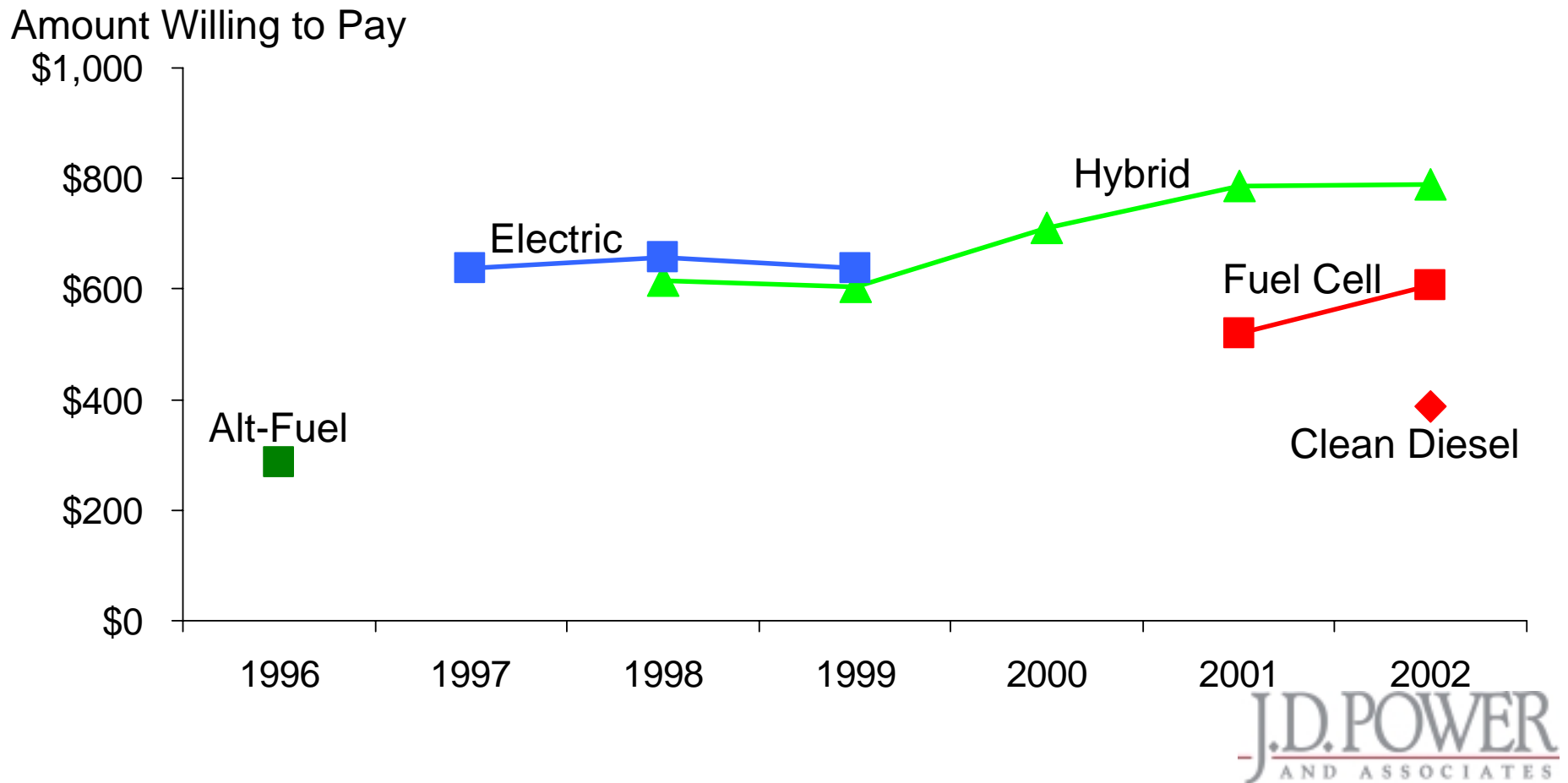
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The real price of a barrel of oil has rarely exceeded \$20 for the past 130 years.

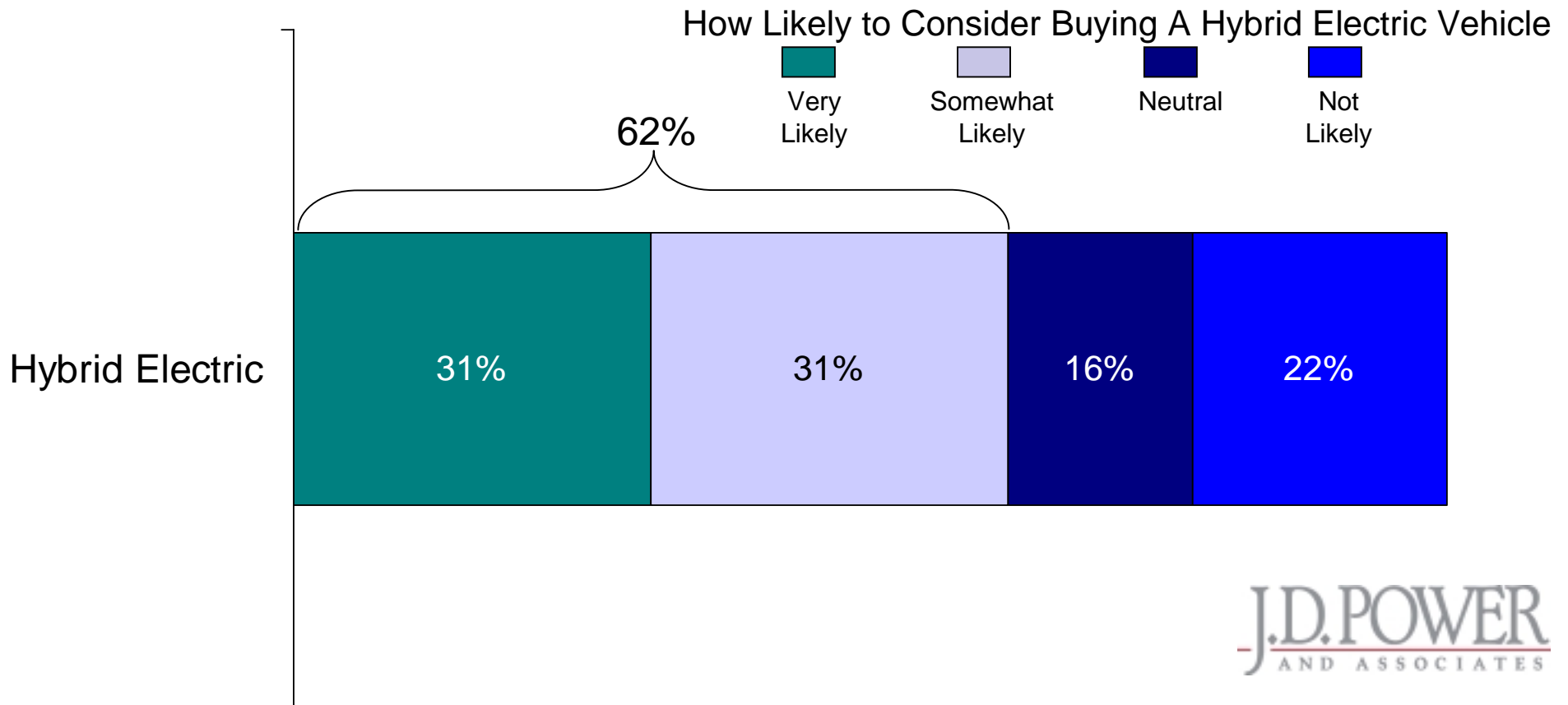


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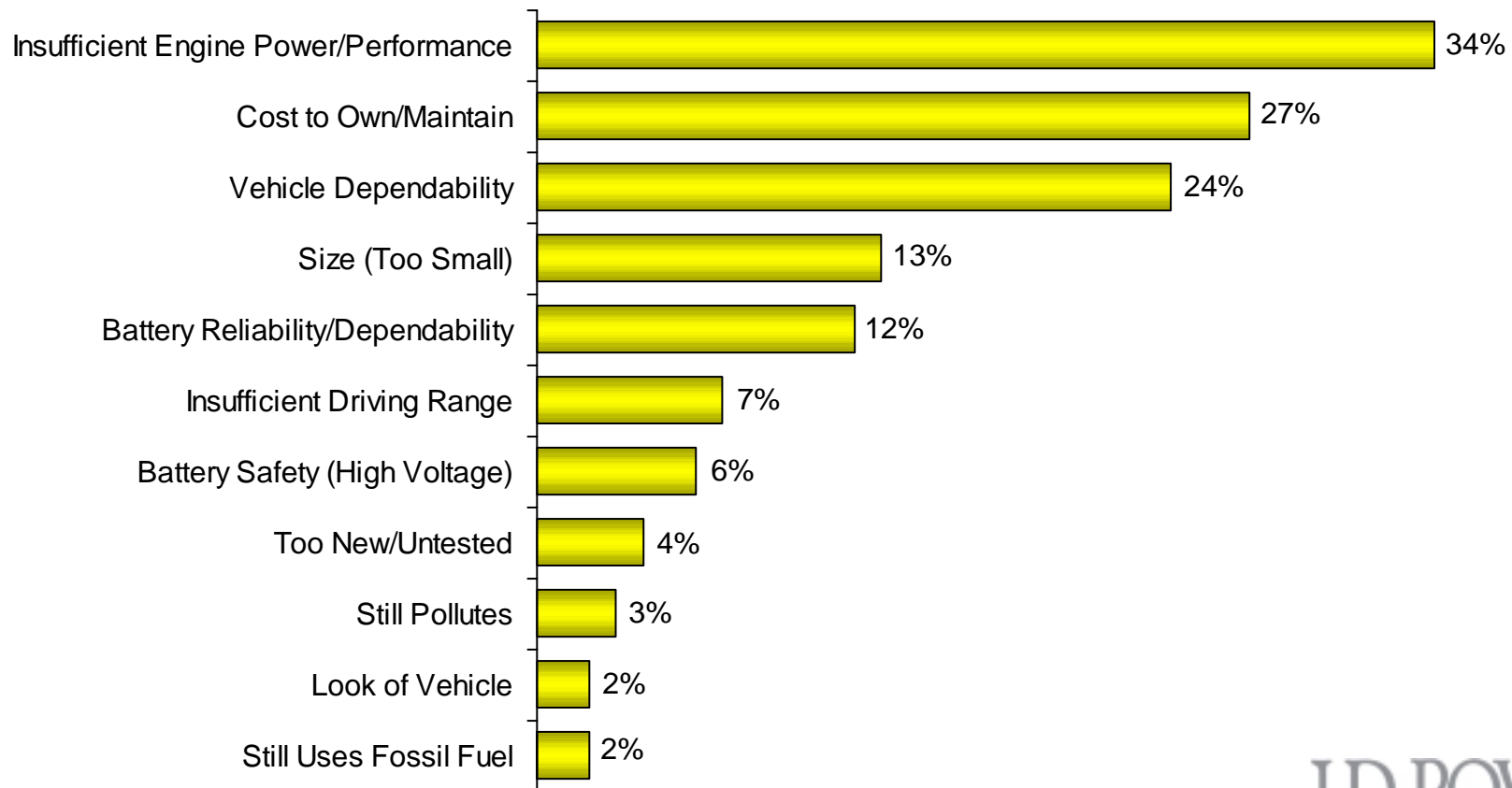
Consumers' willingness-to-pay for alternative fuel and power technologies does not appear to be growing.



In a survey shortly after the 9-11 attack (Late Sept.-Oct. 2001), nearly two-thirds of consumers said they were likely to consider a hybrid electric vehicle.



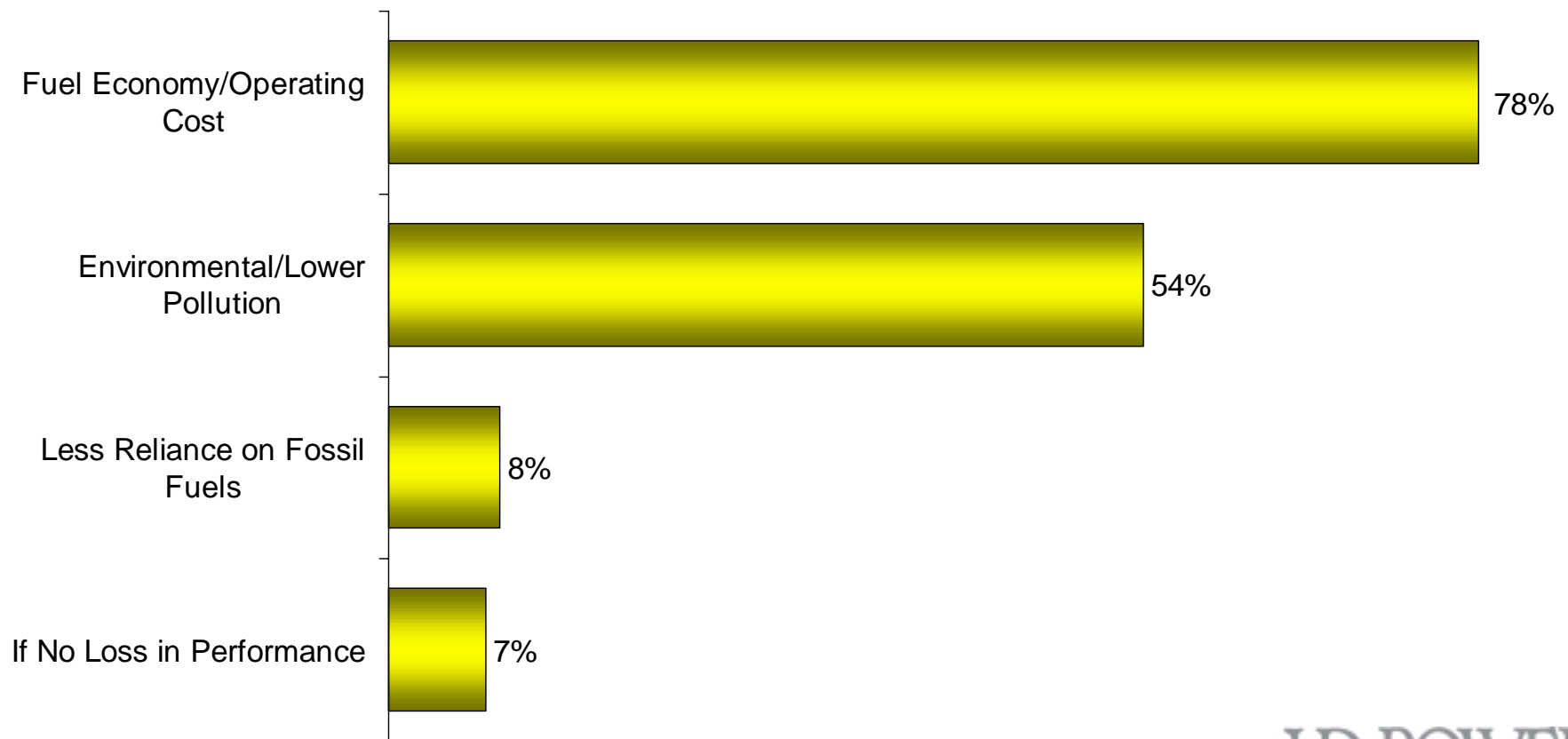
Power, cost, and dependability are the top concerns consumers have about hybrid electric vehicles.



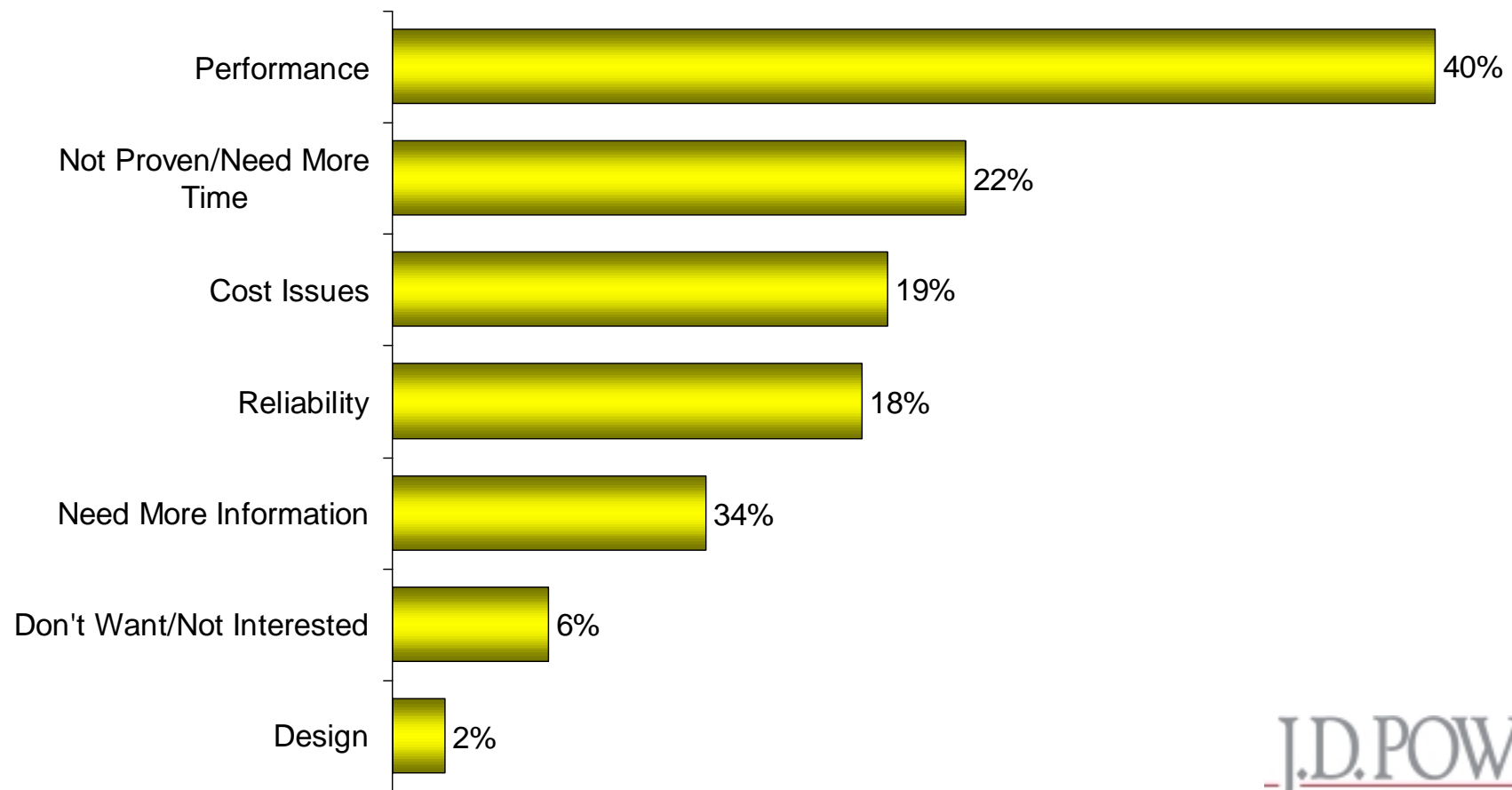
Note: Open ended question, multiple mention, may not add to 100%



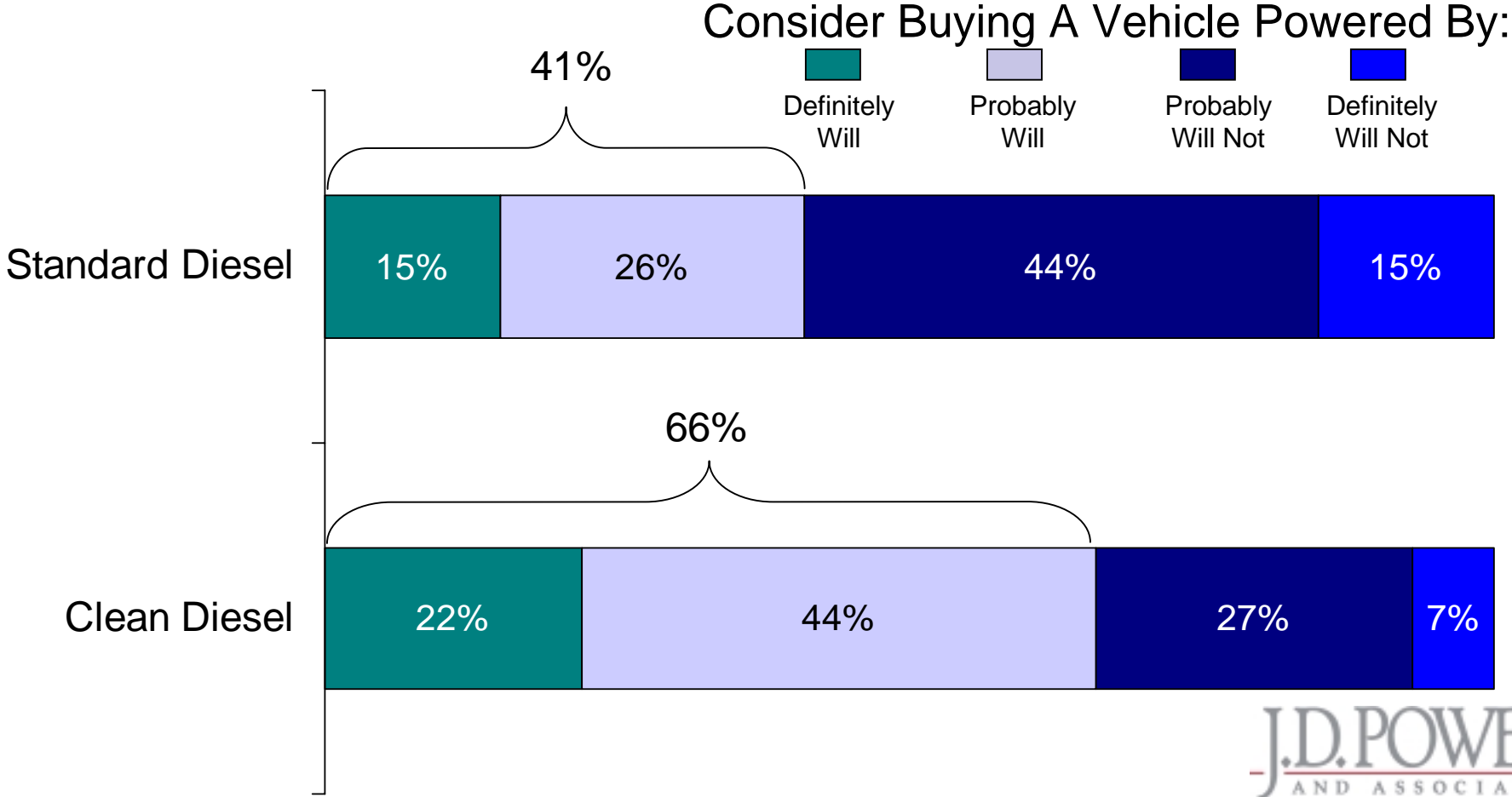
Consumers say fuel economy and the environment would make them consider a hybrid electric vehicle.



Consumers who would not consider a hybrid electric vehicle cite performance and reliability of the technology.



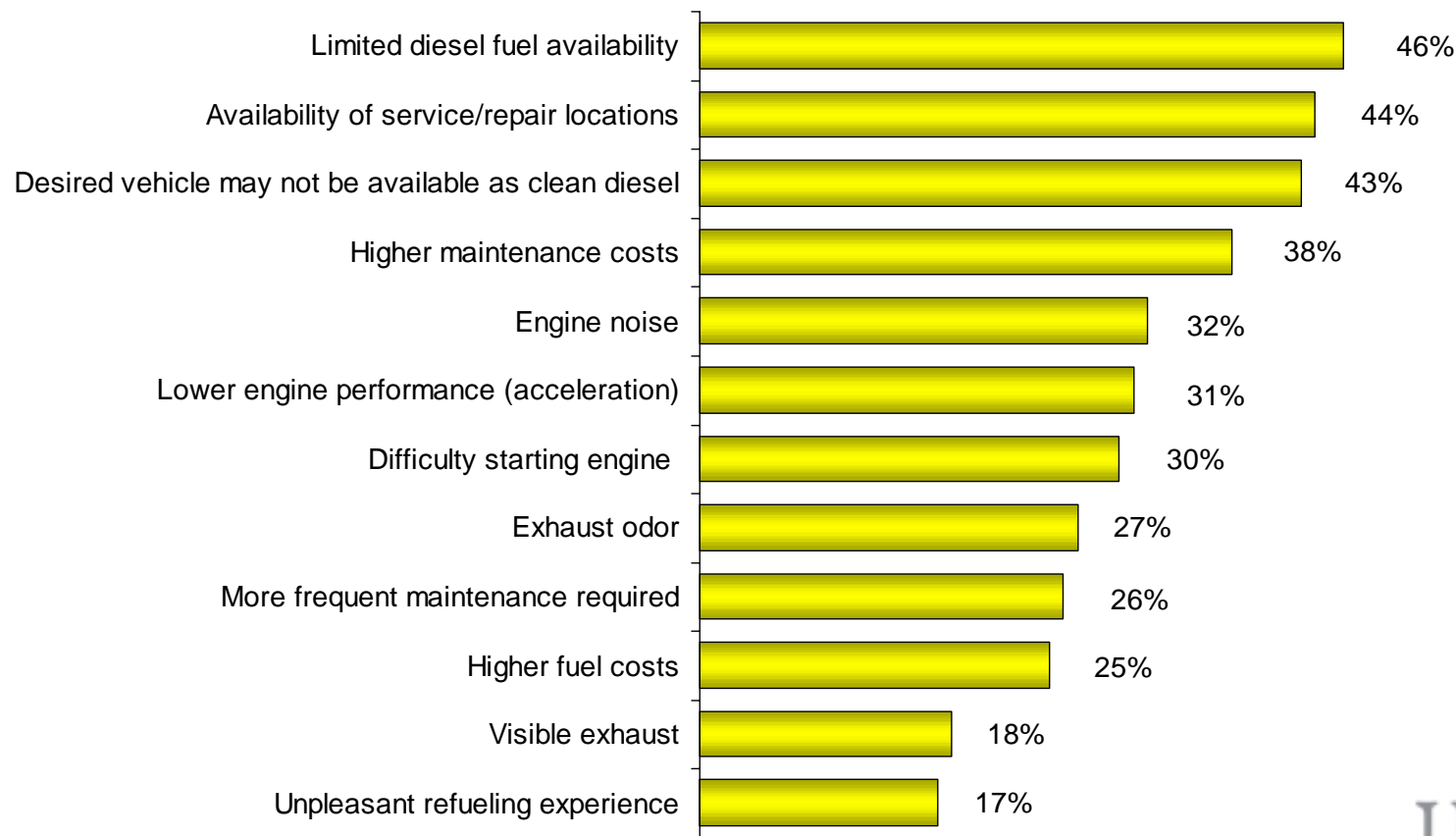
Consumers are much more willing to consider clean than standard diesel.



Source: J.D. Power and Associates, Clean Diesel Market Acceptance Study, 2002

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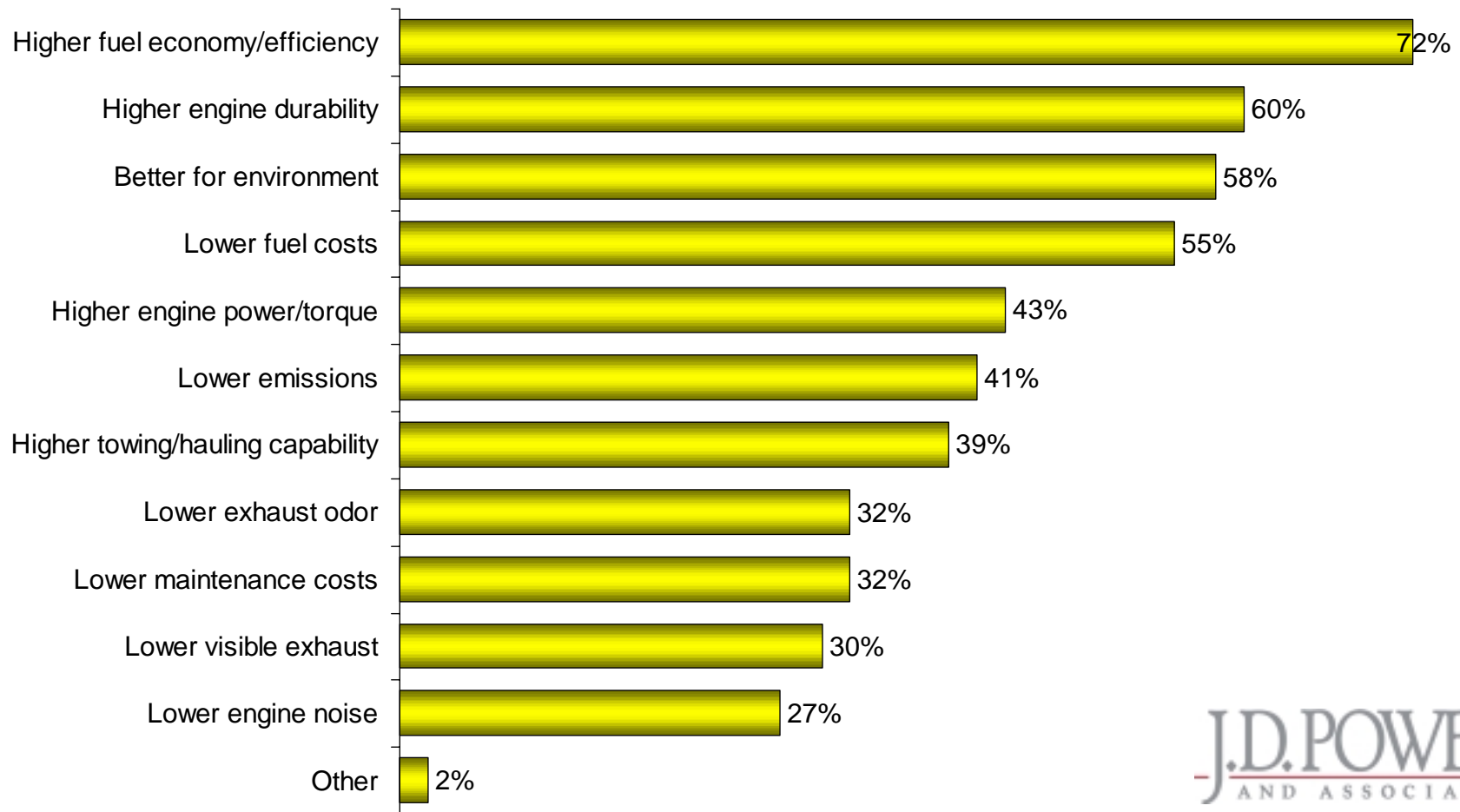
Availability of fuel and service are the top concerns consumers have about clean diesel-powered vehicles.



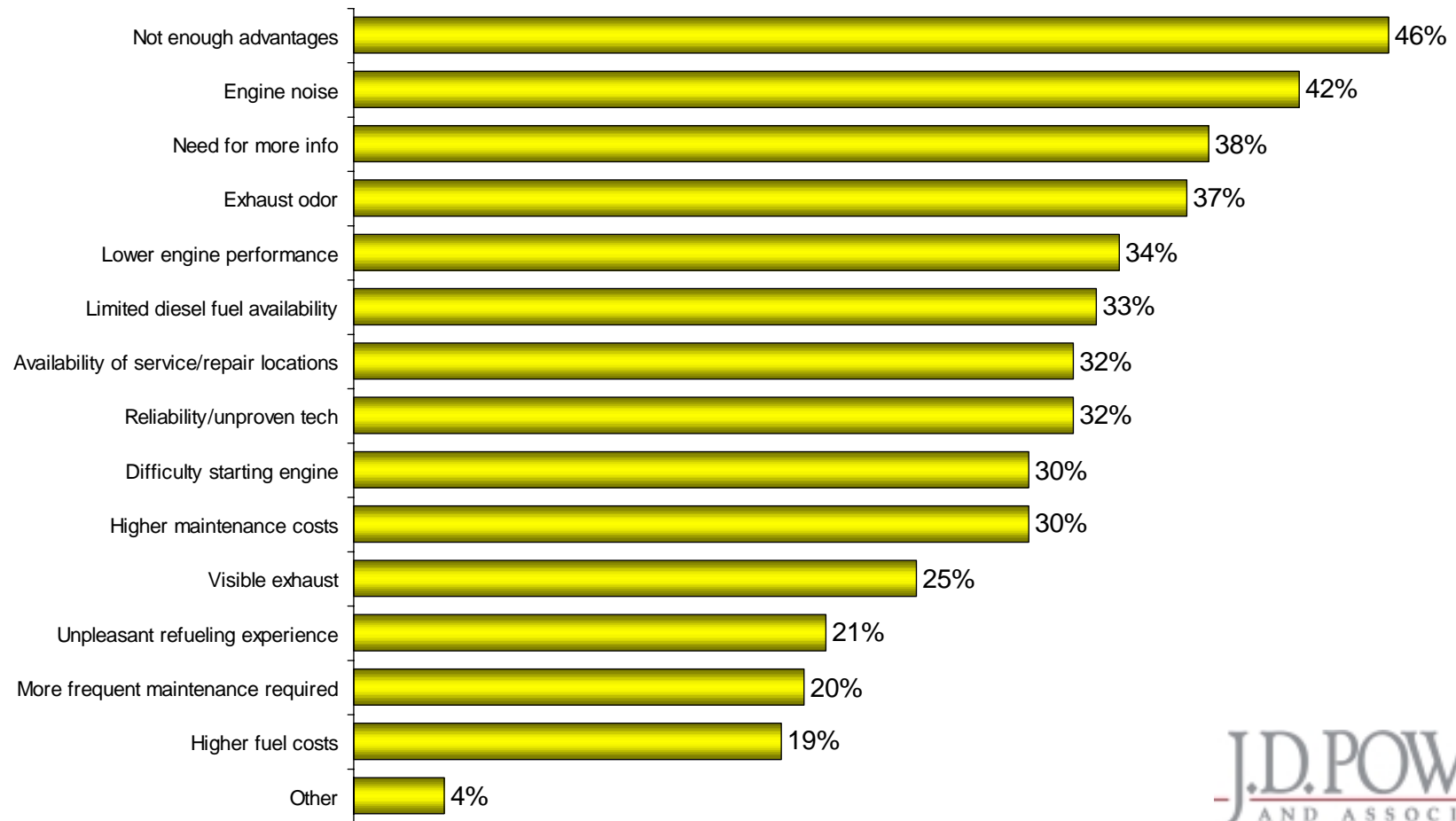
Note: Open ended question, multiple mention, may not add to 100%



Consumers say fuel efficiency, durability, and the environment would make them consider a clean diesel-powered vehicle.

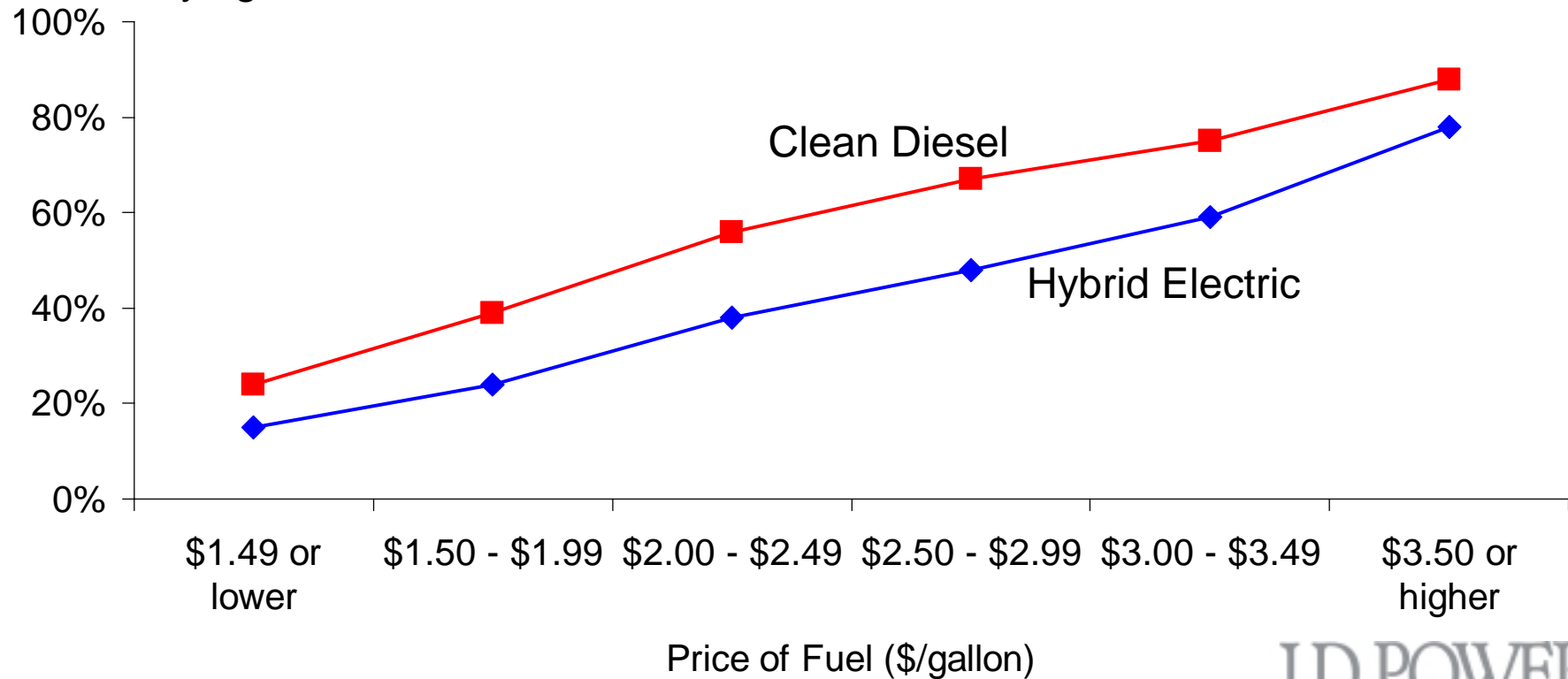


Consumers who would not consider a clean diesel-powered vehicle do not see enough advantages and are skeptical.



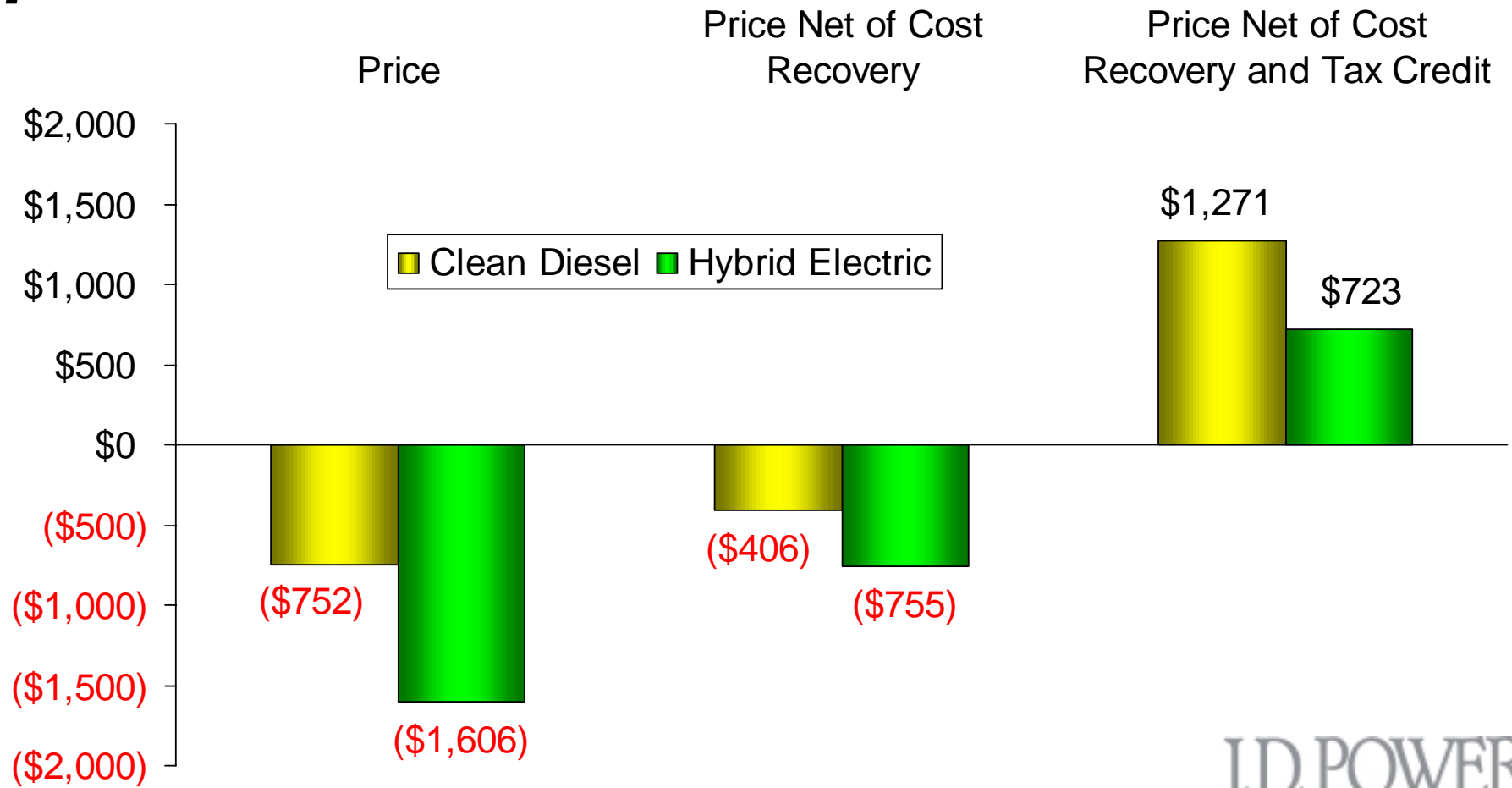
In response to sustained higher fuel prices, consumers would prefer clean diesel to hybrid electric.

Percent Interested
in Buying



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Consumers expect to be subsidized if they buy hybrid electric- or clean diesel-powered vehicles.



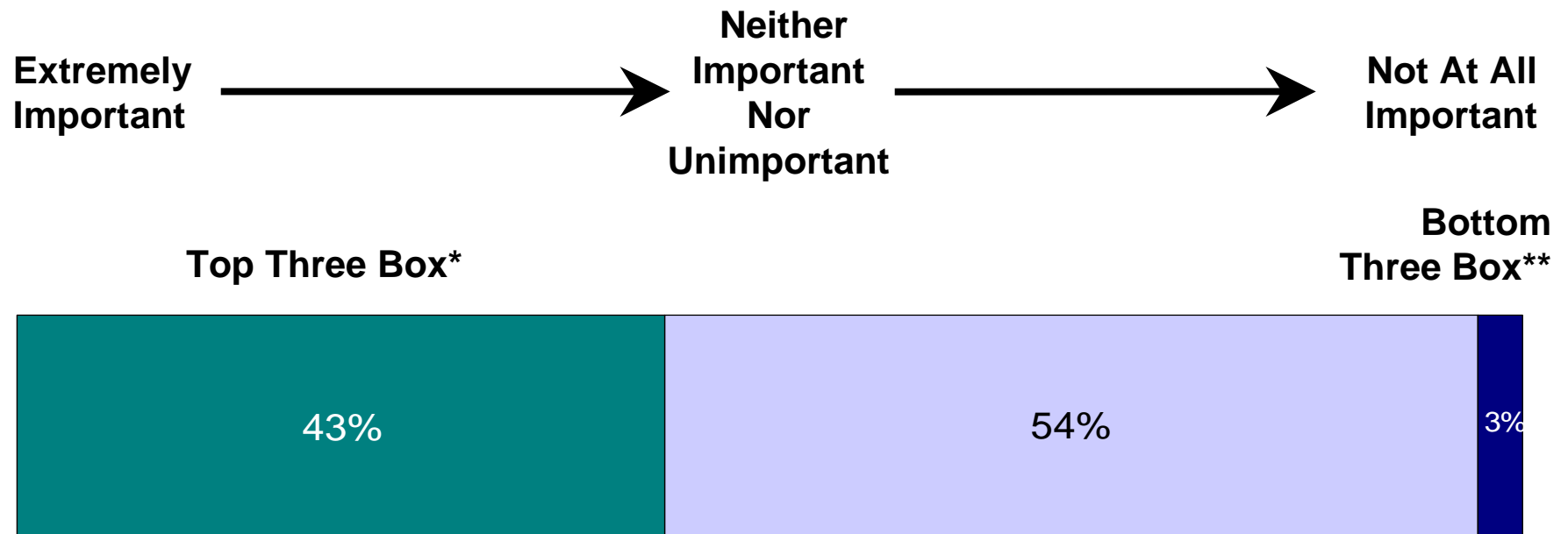
Source: J.D. Power and Associates, Hybrid Vehicle Consumer Acceptance Study, 2002 & Clean Diesel Market Acceptance Study, 2002



Back up slides



In a recent (Sept.-Oct. 2002) survey, 43% of consumers consider fuel economy to be very important.

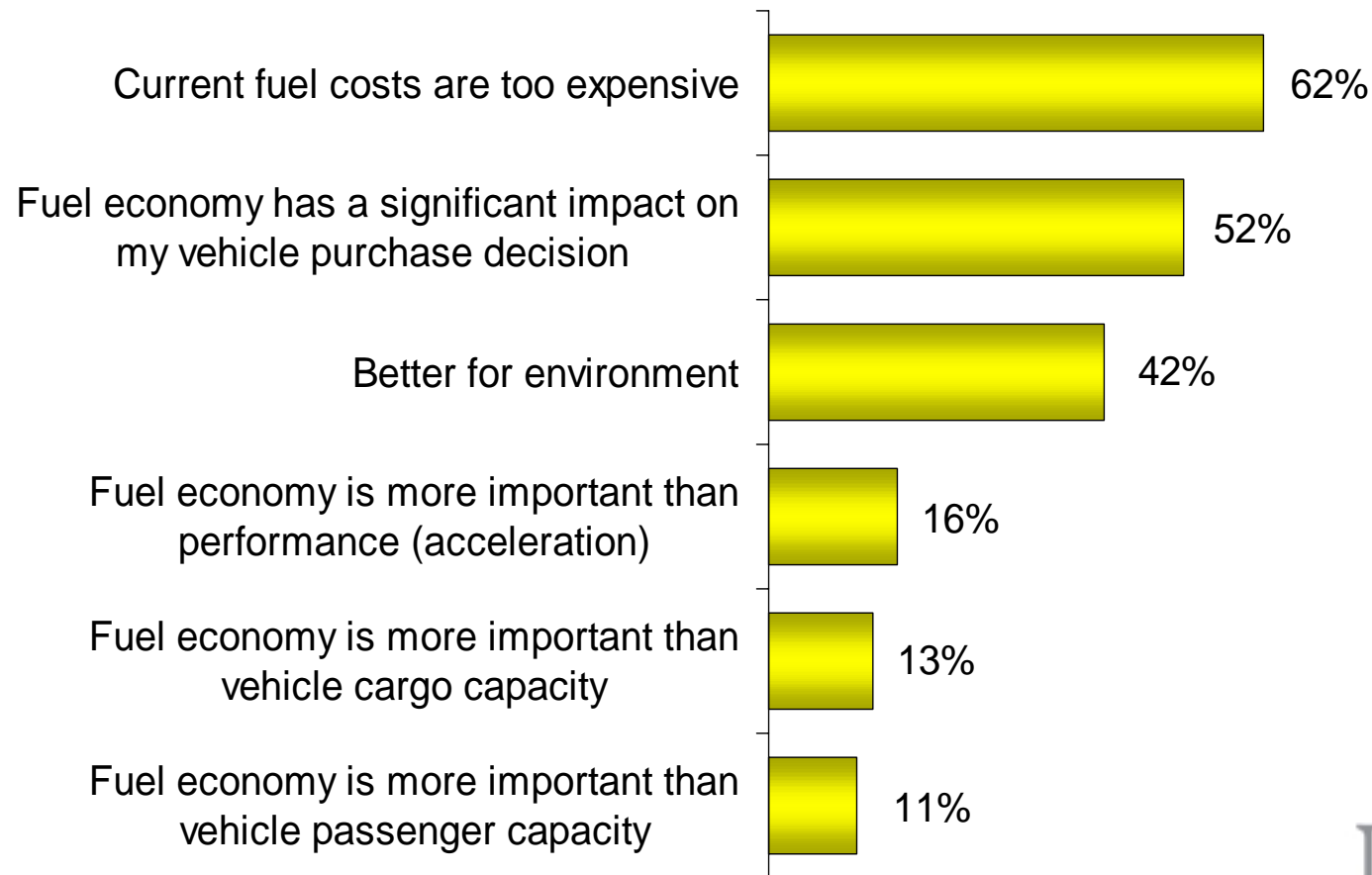


*** 8-10 on 1-10 scale**

**** 1-3 on 1-10 scale**

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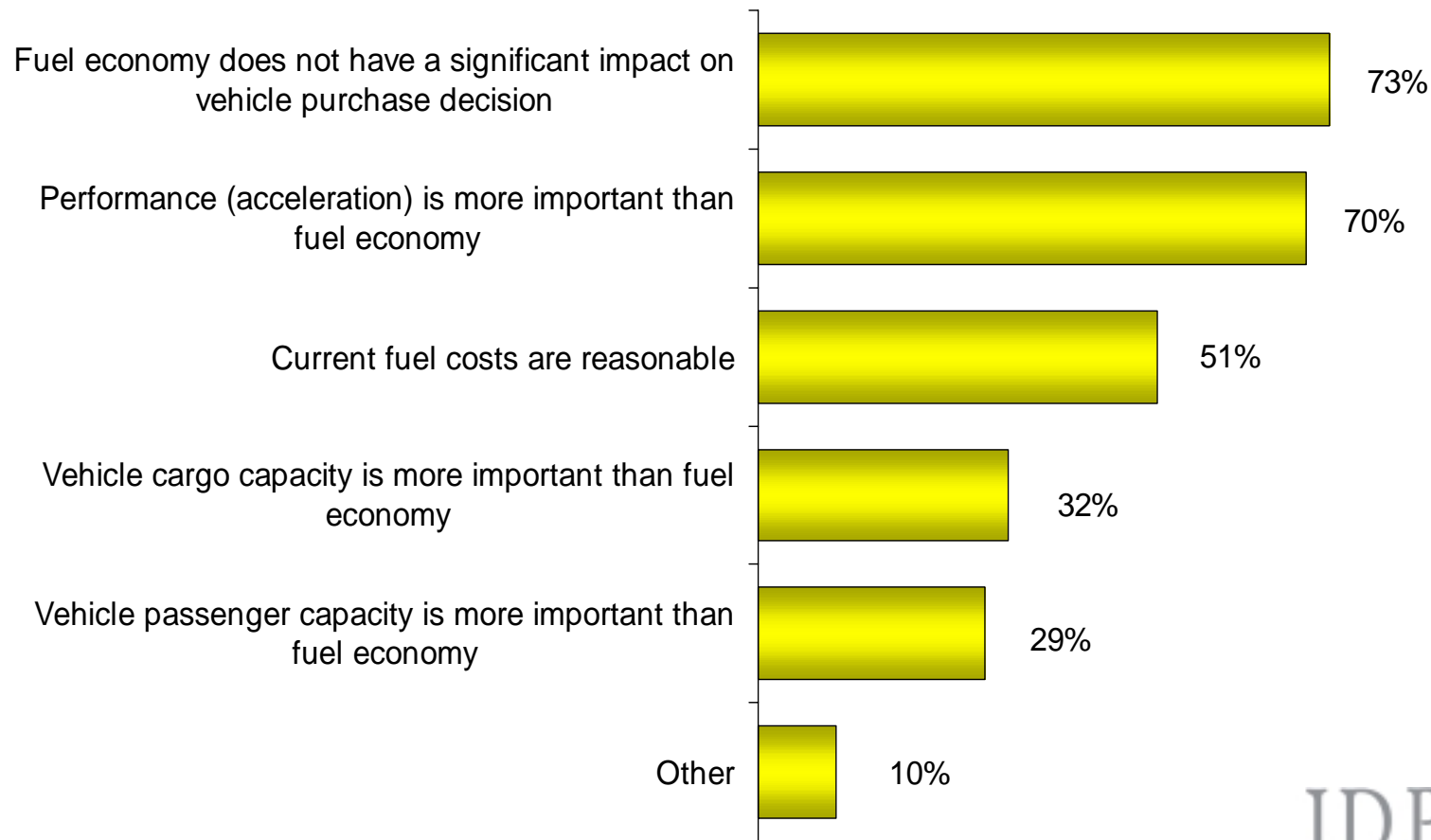
Fuel cost and the environment are the top concerns of consumers who see fuel economy as very important.



Sample Size: 1,738 , Note: Multiple mentions allowed

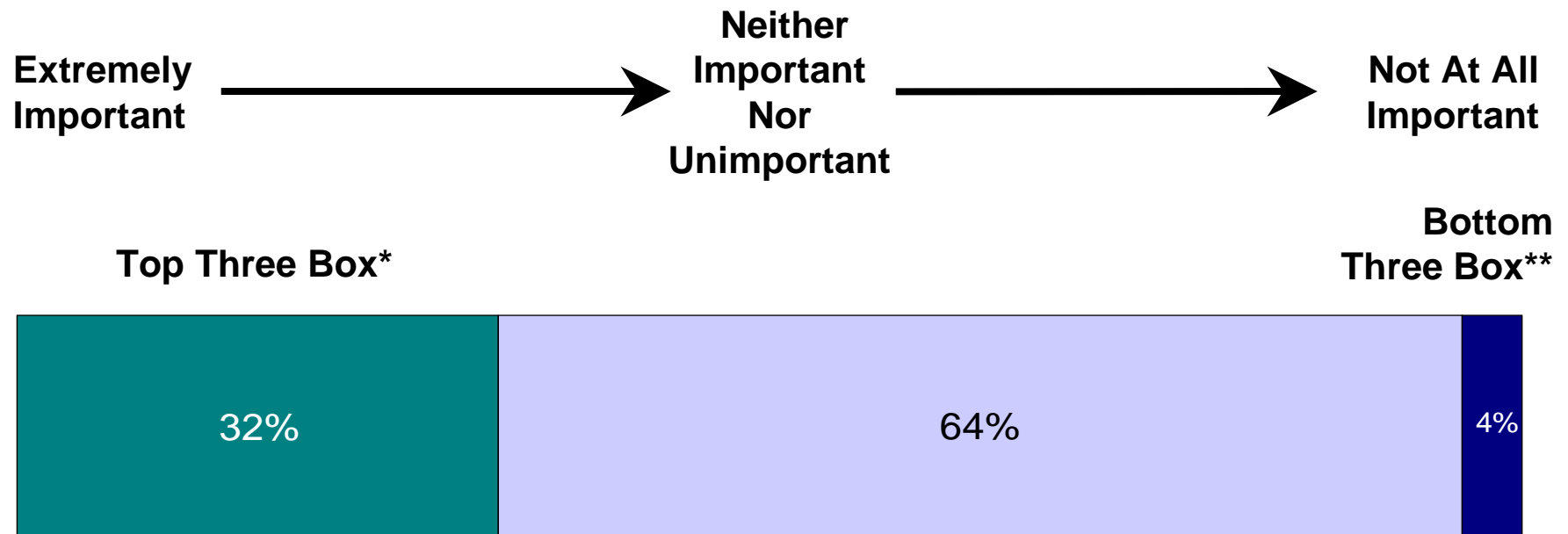


Demand for performance (acceleration) is the top concern of consumers who see fuel economy as not important.



Sample Size: 168 , Note: Multiple mentions allowed

In a recent (Sept.-Oct. 2002) survey, 32% of consumers consider driving range to be very important.

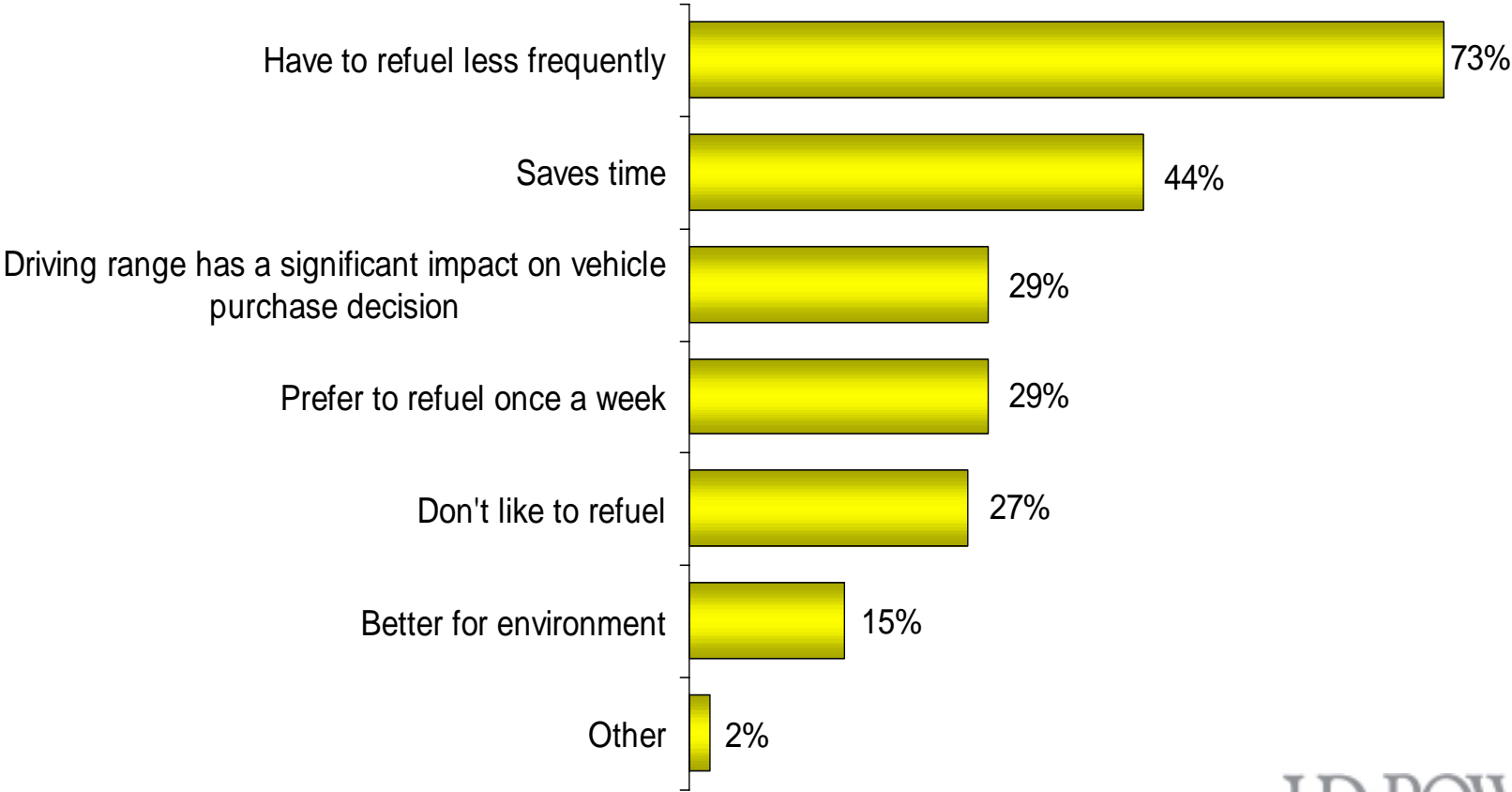


* 8-10 on 1-10 scale

** 1-3 on 1-10 scale



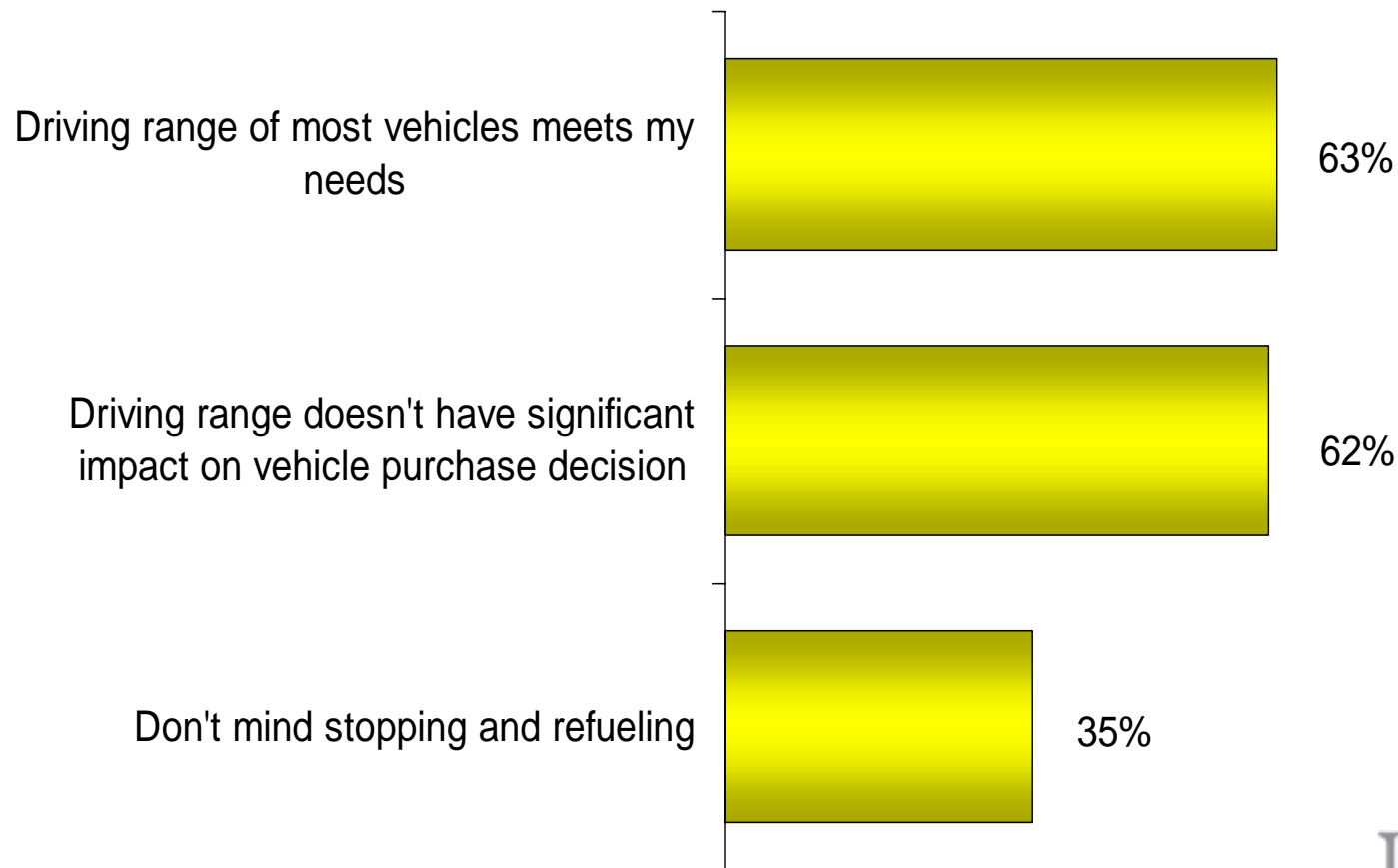
Convenience is the top concern of consumers who see driving range as very important.



Sample Size: 1,339, Note: Multiple mentions allowed



Consumers who see driving range as not important think that most vehicles meet their driving range needs.

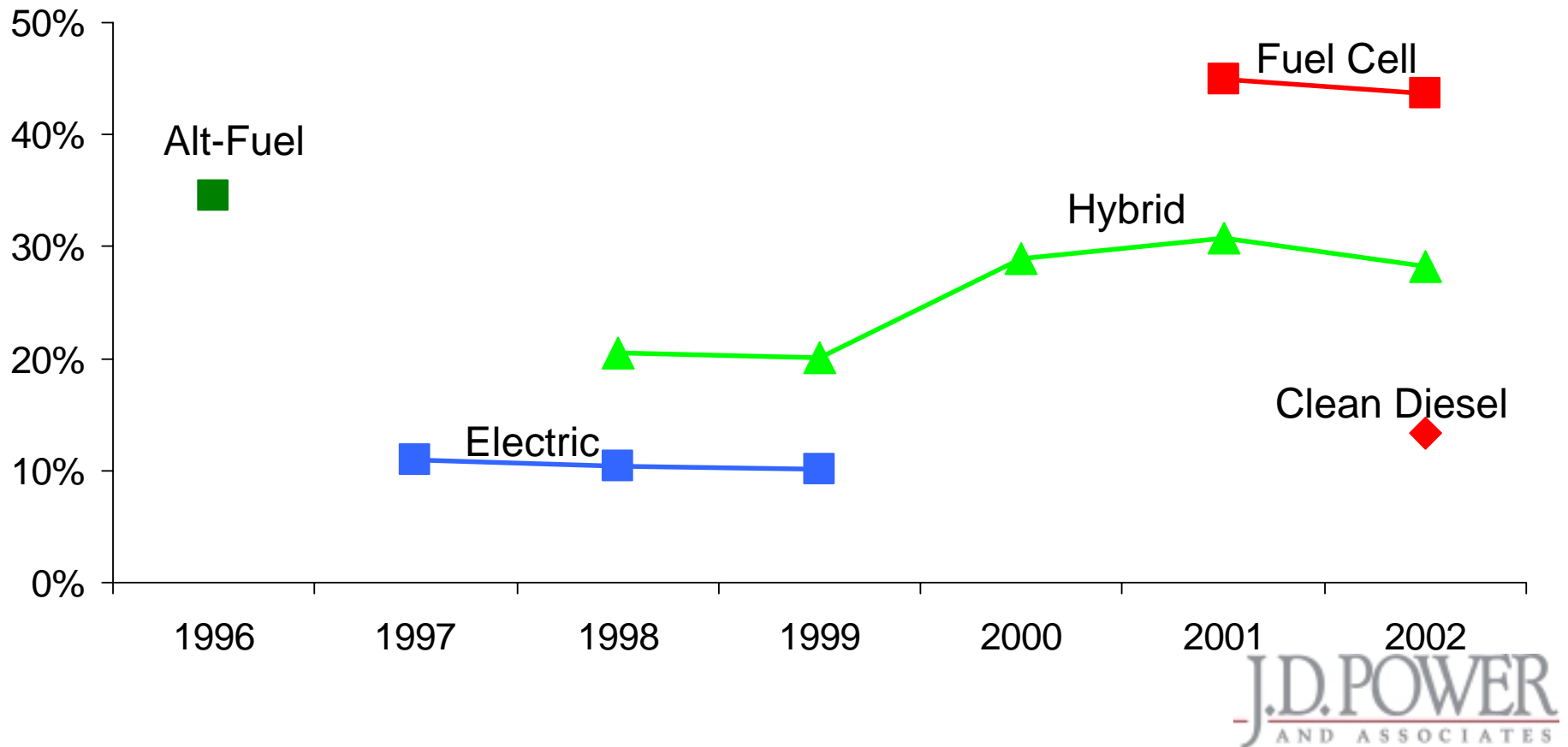


Sample Size: 178 , Note: Multiple mentions allowed



Consumer interest in alternative fuel and power technologies may be growing.

Percent Who “Definitely” or “Probably” Want Feature on Next Vehicle



Consumers are interested in clean diesel for both cars and trucks.

First and Second Choice Vehicle with Clean Diesel

