

PACE™ Powertrain Acceptance & Consumer Engagement

The Need for Powertrain Research

All around the globe, automotive manufacturers are striving to create future powertrain strategies to meet the changing landscape of the industry. Our marketplace is challenged by rising fuel prices, stringent government regulations, and increasing global demand for limited energy resources.

As these strategies are developed, it is critical for manufacturers and suppliers to understand the demands and desires of consumers. Today's consumer seeks powertrain offerings that offer improved fuel economy without sacrifice in performance, while having minimal impact on our environment.

Moreover, consumers' attitudes toward these issues are rapidly changing due to increasing familiarity with new powertrain technologies. Therefore, automotive companies need current information now more than ever.



New Study to Address Consumer Needs

With more than 30 years of automotive powertrain research experience and expertise, Morpace proudly introduces the *Powertrain Acceptance & Consumer Engagement (PACE)* study. PACE™ is a comprehensive international assessment of consumer attitudes and preferences related to powertrain and alternative fuel technologies.



This online study among new vehicle owners and intenders will initially be conducted in the United States, future studies will be tailored to Europe, and China, providing vehicle segment-level insights on the key issues within each market.

Advanced analytical techniques, including Max-Diff and discrete choice analysis, will be leveraged to bring you reliable and insightful analysis. Among the key study deliverables is an interactive simulator allowing you to manipulate various engine characteristics and performance attributes to create optimal powertrain configurations that meet the needs of each segment and market.

The PACE™ study is scheduled to be released the first quarter of 2009.

For more information, please contact:

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