

NEWS RELEASE

For Immediate Release

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Morpace Reports: Consumers Are Half as Likely to Buy from Big Three if Bankrupt

FARMINGTON HILLS, MI, November 21, 2008 – General Motors CEO Rick Wagoner’s refusal to consider bankruptcy as an option is substantiated by the results of a recent Morpace Omnibus Study.

David Myhrer, Vice President of the Morpace Automotive Brand Strategy Practice, said the study shows that consumers who are currently likely to purchase a new vehicle from one of the Big Three are only half as likely to do so if the company goes bankrupt. Such an additional drop in demand would create further financial stress for the already cash-strapped companies. “Declaring bankruptcy could significantly reduce sales and make their cash flow problem even worse,” said Myhrer.

The Morpace study compared consumers’ likelihood of purchasing a new vehicle from one of the Big Three with their likelihood to do the same if the companies were to go into bankruptcy. Twenty-one percent say they are currently “very likely” to buy a vehicle from Chrysler, Ford, or General Motors. If the company of interest were to go bankrupt, only 10 percent say they would be “very likely” to purchase.

The Morpace Omnibus study completed 1,016 interviews using an Internet panel of adults aged 18 and older. The sample reflects the demographic profile of the U.S. population.

About Morpace Inc.

Morpace is a full-service survey research and consulting organization specializing in automotive, financial services, health care, retail and technology. Morpace has global expertise in providing innovative proprietary solutions to clients in four core areas: market definition and segmentation; product development and pricing; brand and image positioning; and customer satisfaction and loyalty.

Established in 1941, Morpace Inc., an ISO 9001:2000 certified organization, is one of the largest privately held marketing research firms in the United States. Headquartered in Farmington Hills, Michigan the company has offices in Irvine, California; New York City; and London, England.