

NEWS RELEASE

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Morpace Reports: U. S. Consumers Remain Unaware Chinese Vehicles Coming to North America

Farmington Hills, MI, April 14, 2009 – The majority of U.S. consumers remain unaware that Chinese automakers are planning to bring their products to the North American markets, according to recent Morpace Omnibus survey results.

“March survey results are consistent with January findings. Although 29 percent of consumers indicate awareness of Chinese automakers coming to the U.S., only 8 percent could identify any Chinese brand names. Chery tops the list, followed by Geely and Beijing Auto,” said Meiling Shih, Research Director of Morpace’s Global Automotive Research Practice.

Still, only 10 percent are willing to consider purchasing a Chinese-made vehicle. *Lower safety standards or lack of safety features* and *lack of durability/quality/reliability* are cited as top reasons for low interest.

Shih added, “With nearly no first-hand experience, Americans are concerned about Chinese vehicles’ safety, quality, and product sustainability. How to change such perceptions and overcome obstacles such as willingness to consider are inevitable challenges faced by any Chinese automakers who want to enter the North American market in the near future.”

Survey interviews were completed in late March, with 1,015 consumers selected from an Internet panel of adults aged 18 and over. Results reflect 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: brand and communications; consumer choice; market and product development; and 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.