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*For Immediate Release*

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**Morpace Reports: U. S. Consumers Not Aware  
of Chinese-made Automobiles**

**Farmington Hills, MI,** February 16, 2009 – The majority of U.S. consumers are not aware that Chinese automakers are planning to bring their products to the North American markets, according to a recent Morpace Omnibus survey.

“In spite of successfully generating hype among the press and industry experts at the North American International Auto Show, Chinese automobiles such as Chery, Geely and BYD remain largely unknown to the American public – a public which also lacks interest in these products,” said Meiling Shih, Research Director, Morpace Global Automotive Research Practice.

Only 28 percent of consumers surveyed have heard about Chinese automakers’ intention to enter the U. S market. Television tops the list of sources contributing to awareness, followed by Internet and newspaper.

Shih said that lack of awareness may contribute to low consideration, with only 12 percent of U.S. consumers willing to consider a Chinese-made vehicle.

Chinese automakers have been working hard to meet U.S. regulations for government certification, according to Shih. “However they still need to make up a lot of ground among American buyers. A car is a big investment. Even if a vehicle meets government standards, consumers won’t buy an unknown brand unless quality and brand sustainability are proven,” said Shih.

“Since 2006, six different Chinese automakers have displayed more than 20 models to Americans,” Shih said. “However, consumer perceptions have to change before we’ll see a made-in-China product on the street.”

Survey interviews were completed in late January with 1,010 consumers selected from an Internet panel of adults aged 18 and over. 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.