

NEWS RELEASE

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**Morpace Reports: Consumers Split on
Plug-In Hybrid Vehicles**

FARMINGTON HILLS, MI, April 21, 2009 – Plug-in hybrid vehicles draw mixed reviews as consumers mull cost, convenience and ecological issues. A new Morpace Powertrain Acceptance & Consumer Engagement (PACE) study shows 33 percent willing to consider the technology for their next vehicle, 33 percent unwilling to consider and 34 percent undecided.

While improved fuel economy is the top reason cited for considering a plug-in hybrid, lower operating costs and positive environmental impact also contribute to interest. “With gasoline hovering around \$2.00 per gallon, there is no real economic case for plug-in hybrids right now,” said Bryan Krulikowski, Morpace Vice President. “Those interested in plug-ins are also considering the non-economic benefits provided by the technology.”

Given the technology’s high up-front purchase cost, Krulikowski added, it’s not surprising that consideration is strongest among luxury car owners. However, those driving mid-size cars and minivans also tend to be more interested in plug-in hybrids.

The technology faces hurdles beyond purchase price. Among those not interested in plug-in hybrids, the primary concern is limited driving range during all-electric operation. “Consumers expect to drive more than 40 miles using only the electric motor,” Krulikowski said. “Further, the lack of infrastructure to support re-charging these vehicles weighs on consumers’ minds.”

Being able to re-charge the vehicle at home is important to 90 percent of consumers. Among all study respondents, 67 percent indicate having access to an outlet at the location where they park overnight. “That leaves a significant number of consumers who must rely on re-charging locations other than home,” Krulikowski pointed out. On average, consumers say they will pay \$5.70 per hour to re-charge a plug-in hybrid at a public location.

PACE study interviews were completed February 12-25, 2009 with 3,908 consumers selected from an Internet panel of adults aged 18 and over. The sample’s demographic profile reflects the U.S. population of new vehicle owners.

About Morpace Inc.

Morpace is a full-service survey research and consulting organization specializing in automotive, financial services, health care, retail and technology. Morpace provides global expertise and proprietary solutions in four core areas: brand and communications; consumer choice; market and product development; and satisfaction and loyalty.

Morpace, an ISO 9001:2000 certified organization, is headquartered in Farmington Hills, Michigan with offices in Irvine, California; New York City; and London, England.