

NEWS RELEASE

For Immediate Release

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Morpace Reports Ownership of Vehicle Navigation Systems Expected to Grow

FARMINGTON HILLS, MI, August 18, 2008 – Based on results from the Morpace Inc. Omnibus Study fielded in July 2008, over 25 percent of respondents indicate that they currently own some type of vehicle navigation system. The rate of ownership of this technology is highest for married respondents and those earning at least \$50,000 annually. Thirty nine percent of non-owners plan to purchase a navigation system in the future.

“This survey confirms that the ownership of navigation systems will continue to grow in the marketplace,” states Bryan Krulikowski, Vice President Morpace Automotive Research Practice.

Portability is especially important among those who own or are considering a navigation system. Nearly three-quarters of respondents prefer a navigation system that can be moved from vehicle to vehicle versus a system built into the dashboard of their vehicle or a system integrated into a cell phone.

“Consumers overwhelmingly prefer a system that can be used in multiple household vehicles,” says Krulikowski. “Aftermarket manufacturers will surely benefit from this trend, and OEMs are already starting to integrate portable systems into their vehicles.”

Prevention of getting lost is ranked as the highest reason for owning a navigation system. Other important reasons include the convenience of not having to pre-plan a route and the ability to change routes "on the fly".

Of those not interested in navigation systems, 36 percent say it's primarily because they don't need them rather than because of cost; 67 percent cite they don't travel to unfamiliar places often enough or they don't mind using maps or internet-based directions. Only 14 percent cite cost as the primary reason.

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.

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