

**TABLE 1
EUROPEAN LIKELIHOOD TO PURCHASE PLUG-IN HYBRID ENGINE**

“How likely would you be to purchase the technology on your next new vehicle?”

Base: European adults who evaluated “Plug-In Hybrid Engine” technology

	Total Europe
Base	1,958
	%
TOP 2 BOX (NET)	20
Extremely likely	7
Very likely	13
Likely	25
BOTTOM 2 BOX (NET)	56
Somewhat likely	29
Not at all likely	27

(Note: Percentages may not add up to 100% due to rounding).

**TABLE 2
EUROPEAN LIKELIHOOD TO PURCHASE START-STOP SYSTEM**

“How likely would you be to purchase the technology on your next new vehicle?”

Base: European adults who evaluated “Start-Stop System” technology

	Total Europe
Base	1,956
	%
TOP 2 BOX (NET)	27
Extremely likely	9
Very likely	18
Likely	28
BOTTOM 2 BOX (NET)	45
Somewhat likely	28
Not at all likely	18

(Note: Percentages may not add up to 100% due to rounding).

TABLE 3
AMERICAN LIKELIHOOD TO PURCHASE PLUG-IN HYBRID ENGINE

“How likely would you be to purchase the technology on your next new vehicle?”

Base: American adults who evaluated “Plug-In Hybrid Engine” technology

	Total U.S.
Base	1,076
	%
TOP 2 BOX (NET)	15
Extremely likely	5
Very likely	11
Likely	17
BOTTOM 2 BOX (NET)	68
Somewhat likely	38
Not at all likely	30

(Note: Percentages may not add up to 100% due to rounding).

TABLE 4
AMERICAN LIKELIHOOD TO PURCHASE START-STOP SYSTEM

“How likely would you be to purchase the technology on your next new vehicle?”

Base: American adults who evaluated “Start-Stop System” technology

	Total U.S.
Base	1,010
	%
TOP 2 BOX (NET)	13
Extremely likely	5
Very likely	8
Likely	16
BOTTOM 2 BOX (NET)	70
Somewhat likely	31
Not at all likely	40

(Note: Percentages may not add up to 100% due to rounding).

**TABLE 5
EUROPEAN PLUG-IN HYBRID CHARGING FREQUENCY EXPECTATION**

“If you owned a Plug-in Hybrid Vehicle, how often would you expect to have to plug it in to recharge it?”

Base: Europeans at least likely to include the technology before exposure to market price

	Total Europe
Base	897
	%
More than once a day	2
Once a day	28
2 to 3 times a week	29
Once a week	24
Less than once a week	6
Not sure	10

(Note: Percentages may not add up to 100% due to rounding).

**TABLE 6
EUROPEAN PLUG-IN HYBRID CHARGING DURATION EXPECTATION**

“If you owned a Plug-in Hybrid Vehicle, how long would you expect to have to charge it once it is plugged in?”

Base: Europeans at least likely to include the technology before exposure to market price

	Total Europe
Base	897
	%
Less than an hour	8
1 to 4 hours	31
5 to 7 hours	28
8 to 10 hours	19
Longer than 10 hours	4
Not sure	12

(Note: Percentages may not add up to 100% due to rounding).

**TABLE 7
EUROPEAN PLUG-IN HYBRID EFFICIENCY EXPECTATION**

“If you owned a Plug-in Hybrid Vehicle, how many miles/kilometers would you expect to get out of one charge?”

Base: Europeans at least likely to include the technology before exposure to market price

	Total Europe
Base	897
	%
0 to 20 miles	1
21 to 40 miles	3
41 to 60 miles	10
61 to 80 miles	22
81 to 100 miles	16
Over 100 miles	38
Not sure	10

(Note: Percentages may not add up to 100% due to rounding).

**TABLE 8
EUROPEAN LIKELIHOOD TO PLUG-IN VERSUS FILL-UP**

“If you could perform your daily commutes each week by either plugging in your vehicle every night or filling up at the gas station during the week, which would you prefer?”

Base: Europeans at least likely to include the technology before exposure to market price

	Total Europe
Base	897
	%
Plugging vehicle in every night	72
Filling up at gas station once during the week	17
Not sure	10

(Note: Percentages may not add up to 100% due to rounding).

**TABLE 9
EUROPEAN PARKING SITUATION AT HOME**

“Where do you currently park your vehicle when you are at home?”

Base: Europeans at least likely to include the technology before exposure to market price

	Total Europe
Base	897
	%
Private garage connected to the house	42
On the street	21
Private driveway	17
Private garage separate from the house	15
Public parking garage	3
Other	1

(Note: Percentages may not add up to 100% due to rounding).

**TABLE 10
AMERICAN PLUG-IN HYBRID CHARGING FREQUENCY EXPECTATION**

“If you owned a Plug-in Hybrid Vehicle, how often would you expect to have to plug it in to recharge it?”

Base: Americans at least likely to include the technology before exposure to market price

	Total U.S.
Base	323
	%
More than once a day	3
Once a day	53
2 to 3 times a week	22
Once a week	15
Less than once a week	3
Not sure	3

(Note: Percentages may not add up to 100% due to rounding).

TABLE 11
AMERICAN PLUG-IN HYBRID CHARGING DURATION EXPECTATION

“If you owned a Plug-in Hybrid Vehicle, how long would you expect to have to charge it once it is plugged in?”

Base: Americans at least likely to include the technology before exposure to market price

	Total U.S.
Base	323
	%
Less than an hour	3
1 to 4 hours	28
5 to 7 hours	26
8 to 10 hours	26
Longer than 10 hours	8
Not sure	9

(Note: Percentages may not add up to 100% due to rounding).

TABLE 12
AMERICAN PLUG-IN HYBRID EFFICIENCY EXPECTATION

“If you owned a Plug-in Hybrid Vehicle, how many miles/kilometers would you expect to get out of one charge?”

Base: Americans at least likely to include the technology before exposure to market price

	Total U.S.
Base	323
	%
0 to 20 miles	1
21 to 40 miles	6
41 to 60 miles	11
61 to 80 miles	12
81 to 100 miles	19
Over 100 miles	44
Not sure	8

(Note: Percentages may not add up to 100% due to rounding).

**TABLE 13
AMERICANS LIKELIHOOD TO PLUG-IN VERSUS FILL-UP**

“If you could perform your daily commutes each week by either plugging in your vehicle every night or filling up at the gas station during the week, which would you prefer?”

Base: Americans at least likely to include the technology before exposure to market price

	Total U.S.
Base	323
	%
Plugging vehicle in every night	84
Filling up at gas station once during the week	10
Not sure	6

(Note: Percentages may not add up to 100% due to rounding).

**TABLE 14
AMERICANS PARKING SITUATION AT HOME**

“Where do you currently park your vehicle when you are at home?”

Base: Americans at least likely to include the technology before exposure to market price

	Total Europe
Base	323
	%
Private garage connected to the house	46
On the street	9
Private driveway	30
Private garage separate from the house	9
Public parking garage	3
Other	3

(Note: Percentages may not add up to 100% due to rounding).

2008 AutoTECHCAST Europe Methodology

The 2008 AutoTECHCAST Europe study was conducted online within the United Kingdom, France, Italy, Germany and Spain by Harris Interactive between May 12, 2008 and June 30, 2008 among 19,933 European adults aged 18 and over and who own or lease a vehicle, have a valid driving license, have at least one household vehicle, and own a listed European model – 2001 or newer. Results were weighted as needed for age, gender, education, region and income and to properly represent European vehicle segment owners. Propensity score weighting was also used to adjust for respondents’ propensity to be online.

2008 AutoTECHCAST U.S. Methodology

The U.S. AutoTECHCAST study was conducted online within the United States by Harris Interactive between December 28, 2007 and January 14, 2008 among 12,891 U.S. adults ages 18 and over and who own or lease a vehicle, have a valid driver's license, have at least one household vehicle, own a listed North American model – 2003 or newer, and are at least 50 % involved in the decision to buy their next household vehicle. Results were weighted as needed for age, gender, education, region and income and to properly represent U.S. vehicle segment owners. Propensity score weighting also was used to adjust for respondents' propensity to be online.

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Additional Information on the AutoTECHCAST Europe study can be found at <http://www.harrisinteractive.com/services/autotechcasteurope.asp>.

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