

THE CONSUMER ACCEPTANCE OF ALTERNATIVE POWERTRAINS STUDY



THE J.D. POWER-LMC CONSUMER ACCEPTANCE OF ALTERNATIVE POWERTRAINS STUDY RESULTS ARE BASED UPON PRIMARY RESEARCH INTERVIEWS WITH 7,000+ CONSUMERS. THE STUDY INCLUDES ANALYSIS OF CLEAN DIESEL ACCEPTANCE, ANALYSIS OF HYBRID-ELECTRIC ACCEPTANCE, MARKET ACCEPTANCE SCENARIOS, AND ENVIRONMENTAL IMPACT ANALYSIS.



J.D. POWER-LMC AUTOMOTIVE FORECASTING SERVICES CONSUMER ACCEPTANCE OF ALTERNATIVE POWERTRAINS STUDY ADVANTAGES:

UNSURPASSED INDUSTRY MARKET ANALYSIS

The J.D. Power-LMC research team draws upon its skilled hybrid-electric, diesel and powertrain industry analysts, consumer response databases and research interviews to deliver insightful analysis of these new technology segments.

BROAD ALTERNATIVE POWERTRAIN INDUSTRY COVERAGE

Incorporating results from consumers, the study includes a thorough clean diesel and hybrid-electric technology acceptance analysis. Market intelligence of clean diesel and hybrid-electric vehicle offerings, market acceptance scenarios and environmental impact analysis are essential elements of this valuable study.

CRITICAL STRATEGIC PLANNING TOOLS

Key clean diesel and hybrid-electric technology market drivers from consumers provide clients with important decision criteria. Understanding the clean diesel technology barriers to market entry and technological product development issues are essential to analyzing these growing market segments.

EXPERIENCED CUSTOMER SERVICE

Dedicated clean diesel/hybrid-electric/powertrain industry specialists available to serve you.

THE CONSUMER ACCEPTANCE OF ALTERNATIVE POWERTRAINS STUDY INCLUDES ANALYSIS OF THE FOLLOWING:

CLEAN DIESEL CONSUMERS

- Acceptance and Perception Results
- Technology Concerns
- Willingness-to-Pay Measures and Pricing Sensitivity Model
- Engine Performance and Fuel-Cost Savings Expectations
- Clean Diesel Vehicle Purchase Likelihood
- Engine Type Preferences
- Driving Range and Fuel Economy
- Environmental Issues

HYBRID-ELECTRIC CONSUMERS

- Acceptance and Perception Results
- Technology Concerns
- Willingness-to-Pay Measures and Pricing Sensitivity Model
- Engine Performance and Fuel-Cost Savings Expectations
- Clean Diesel Vehicle Purchase Likelihood
- Engine Type Preferences
- Driving Range and Fuel Economy
- Environmental Issues
- Head-to-Head Analysis of Clean Diesel Versus Hybrid-Electric

J.D. POWER-LMC AUTOMOTIVE FORECASTING SERVICES CLIENTS RECEIVE THE FOLLOWING DELIVERABLES:

- Two Hard Copies of the Research Study
- Two CD-ROMs Including All Text, Graphs, Charts, and Databases
- One Executive Presentation at Client Location
- Monthly Global PowerTracker™ E-Newsletter
- Monthly Global SAAR Analysis
- Two Invitations to the J.D. Power-LMC Spring and Fall Conferences
- One-Year Client Support
- mTABSM Client Database Access

NORTH AMERICA:

5435 Corporate Drive – Suite 300
Troy, Michigan 48098
Tel: 1-248-267-6800
e-mail: caap@jdpa.com

EUROPE:

14-16 George Street
Oxford OX1 2AF
United Kingdom
Tel: 44-1865-791737
e-mail: caap@jdpa.com

ASIA PACIFIC:

My Ark Nihonbashi Building, 7F
10-16, Nihonbashi-Tomizawa-cho
Chuo-ku, Tokyo, 103 Japan
Tel: 81-3-5695-0121
e-mail: caap@jdpa.com

J.D. POWER-LMC CONTACTS

CONTACT

Walter.McManus@JDPA.COM

TO ORDER THE 2004

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OFFERS VEHICLE
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AUTOMOTIVE
SUPPLIERS,
REGULATORS, AND
THE FINANCIAL
COMMUNITY
INSIGHTFUL AND
HIGHLY ACCURATE
MARKET
INTELLIGENCE OF
CLEAN DIESEL AND
HYBRID-ELECTRIC
TECHNOLOGIES AND
FUTURE PROSPECTS.

