

HYBRID CAR OWNERS REMAIN A SMALL AND RARIFIED GROUP

--They are Well-Educated, Affluent and Concerned about the Environment--

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NEW YORK, NY, November 25, 2008—U.S. consumers who live in households that own or lease hybrid cars are 85% more likely than the average American to have obtained a bachelor’s or post-graduate degree, 79% more likely to have a household income of \$100,000 or higher and are significantly more likely (41%) to belong to the Generation X age group, according to Mediamark Research & Intelligence.

And, not surprisingly, they are significantly more likely (27%) than the population as a whole to consider preserving the environment “very important” and 40% more likely to buy cars that reflect their commitment to support the environment.

Profile of U.S. Hybrid Car Owners/Lessees	
<i>Percent More/Less Like Than Average U.S. Adult to...</i>	
Have a Bachelor’s or Post Graduate Degree	+85%
Have a HHI of \$100,000 or above	+79%
Belong to Generation X (b. 1965-1976)	+41%
Say that helping preserve the environment is “Very Important” to them	+27%
Buy vehicles “that reflect my commitment to support the environment”	+40%
Source: MRI’s Spring 2008 Survey of the American Consumer. Fieldwork: March '07-April '08	

According to hybridcars.com, a website dedicated to consumer information about hybrid gas-electric vehicles, 350,000 hybrid cars were sold in the U.S. in 2007. Hybridcars.com works closely with R. L. Polk to produce its sales estimates

“The hybrid car was first introduced to the U.S. in 2000 and most car manufacturers selling in the U.S. now offer hybrid vehicles as part of their product line,” said Anne Marie Kelly, Senior Vice President of Marketing and Strategic Planning at MRI. “Marketplace adoption is still pretty low—and seems to be made up of a fairly uniform consumer niche. It will be interesting to see if declining gas prices stalls sales or if the country’s increasing sensitivity to the environment eventually moves hybrid cars to more of a mainstream—rather than a novelty—purchase.”

About MRI...

Founded in 1979, MRI interviews approximately 26,000 U.S. adults in their homes each year, asking about their use of media, their consumption of products and their lifestyles and attitudes.

MRI is the country's leading provider of magazine audience and multimedia research data. The company releases data from *Survey of the American Consumer* (adults 18+) twice yearly, in the spring and fall. MRI data have become the basic media-planning currency for the majority of the media plans that are created each year by national advertisers and their agencies. The company's 26,000 in-home interviews each year represent the biggest survey of its kind.

MRI Starch, a leader in providing marketing intelligence of print advertising effectiveness, is a division of MRI.

MRI is part of GfK Group AG, Nuremberg, Germany. The GfK Group is the No. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has 115 companies covering more than 100 countries. Of a total of approximately 10,000 employees, more than 80% are based outside Germany.

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