



Media contacts

Julie Metea
MessageCoach Public Relations
313-320-3937
jmetea@messagecoach.com

JoAnna Abrams / Roberta Berrent
The MindClick Group
310-828-6216 / 323-954-7997
jabrums@mindclickgroup.com/rberrent@mindclickgroup.com

U.S. Consumer Demand for Hybrid Vehicles Goes Mainstream

Lexus Delivers Breakthrough Hybrid Advertising and Impacts Purchase Interest

Los Angeles, Calif., September 13, 2007 – 50 percent of new vehicle shoppers are considering purchase of a Hybrid vehicle, according to the findings of the May 2007 Consumer Global Warming Monitor™ (GWM), released today by independent market research firm, The MindClick Group.

MindClick's Global Warming Monitor™ is a quarterly examination of how concern for global warming is affecting U.S. consumers' purchase habits, perceptions, attitudes, and behaviors. The online study of 1,023 U.S. consumers proves that American demand for hybrid vehicles has gone mainstream, with Hybrid purchase consideration driven by perceived fuel economy. Survey results revealed that over 80% of those considering a Hybrid are doing so for the anticipated fuel savings. According to MindClick's segmentation of global warming concern, Hybrid interest even exists among the "Non-Believer" and "Indifferent" market segments.

Despite mainstream Hybrid purchase consideration, Hybrid vehicle advertising, overall, is delivering a niche message with little effectiveness. Study results show that fewer than one in five vehicle shoppers are able to recall specific Hybrid advertising. Highest recall levels were for Toyota (20%) and Saturn (27%).

"Automakers have a golden opportunity to sell hybrid vehicles to virtually any consumer, no matter where they fall on the spectrum of environmental concern," explains JoAnna Abrams, CEO of The MindClick Research Group. "Consumers skeptical about global warming would purchase a hybrid for fuel economy, while global warming alarmists would purchase the same vehicle in order to help the planet" added Abrams.

In the survey, new vehicle shoppers evaluated print ads featuring Hybrid vehicles from five manufacturers -- Honda, Lexus, Mercury, Saturn and Toyota. The Lexus ad was a clear winner, changing both consumer perceptions and purchase consideration. Prior to seeing the ads, demand levels were the same among all five featured vehicles. After seeing the advertising, demand levels rose significantly for Lexus. Eighty-three percent of those who listed Lexus as one of their top choices did so as a result of the advertising.

"The Lexus ad successfully delivered the message that consumers can buy a vehicle that better serves the planet without having to compromise on the high expectations they've come to hold for performance, quality and brand." added Abrams.

The Lexus Ad is the winner of MindClick's Beyond Green Advertising Effectiveness Award which honors outstanding performance in green/environmental product advertising effectiveness. Results are based on MindClick's proprietary measures of advertising

effectiveness and compared against norms for evaluating advertising impact and efficacy in changing attitudes and future actions. For this study, performance evaluations are based on numerical scores obtained from 560 new vehicle intenders between the ages of 18 and 65.

About The MindClick Consumer Global Warming Monitor™

The MindClick Consumer Global Warming Monitor (GWM) is the only national segmentation study that provides quantifiable data on U.S. consumers' purchase behavior, brand perceptions and direct response to "green" advertising. MindClick's groundbreaking GWM has uncovered six distinct segments that explain U.S. consumers' attitudes and purchase behavior relative to their concern about climate change. Created in response to questions raised by industry leaders, MindClick's GWM provides business executives with target consumer insights to guide their marketing and communications efforts and response to environmental issues. This immediately-actionable market segmentation is both the basis of the quarterly syndicated monitor and the lens through which MindClick is conducting custom studies to help clients clearly understand where their target market falls on the continuum of concern for global warming.

The GWM is compiled from a broadly representative sample of U.S. consumers age 18+. Interviews are conducted online via email invitation sent to members of U.S. permission-based consumer panels. For more information, please visit www.mgwmonitor.com.

About The MindClick Group, Inc.

MindClick, an award-winning, independent market research innovator, transforms consumer feedback into practical and efficient answers to business questions. Recognized as a pioneer, MindClick leverages the internet, multimedia, and market research fundamentals to measure and optimize commerce, advertising, product/concept feasibility and pricing. Products include The MindClick Audience Meter™, The MindClick Website Meter™ and The MindClick Consumer Global Warming Monitor™. Founded in 2000, with headquarters in Los Angeles, Calif., MindClick has a client retention rate in excess of 90%, with clients in a variety of industries, including automotive, entertainment, technology, consumer products and retail. In 2005, MindClick's work on behalf of Team One Advertising contributed to the 2005 David Ogilvy Research Award. For more information, visit us online at www.mindclickgroup.com or email us at rberrent@mindclickgroup.com.