



Press Release

Media Contact

Jessica Chen/Holly Zang

Tel: +86 21 6360 0808 – 128

+86 10 6583 9864

Mobile: +86 1381 847 3560

+86 1381 093 2192

Email: Jessica.Chen@tns-global.com

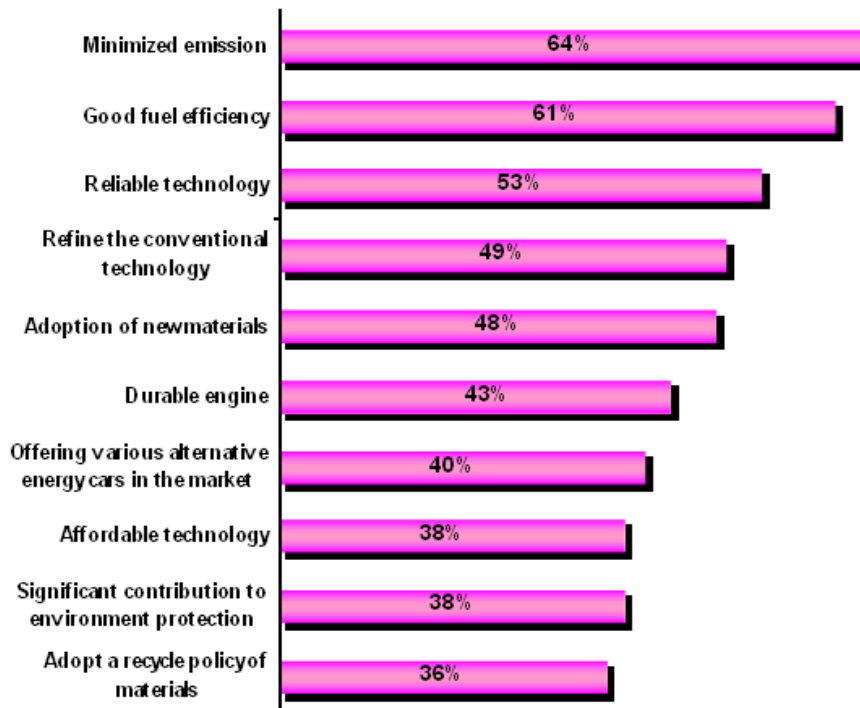
Holly.Zang@tns-global.com

Eco-friendly technology alone is not “Green” enough for Chinese car buyers

7th November 2008, Shanghai -- Chinese car buyers are reasonably open to considering alternative energies for their next vehicle purchase, but to succeed, car manufacturers need to ensure the desired benefit is met. This is one of the principal outcomes of a recent survey conducted among 1,100 car owners and purchase intenders in mainland China by one of the leading market research companies, TNS China Automotive.

To develop environmental attitudes among Chinese car buyers, “Green” offerings need above-all to be financially attractive. Almost one third of interviewed motorists (31 percent) indicate that car expense considerations are of extreme importance when purchasing a car, while 18 percent pay particular attention to environmental attributes. Apart from gaining fuel efficiency and emission reduction, “Green” implies explicit access to affordable technology for more than one third of Chinese car consumers (38 percent). This helps explain why the perception of “Green” goes beyond the simple notion of eco-friendly for Chinese motorists.

Graph 1: Top 10 associations of green image

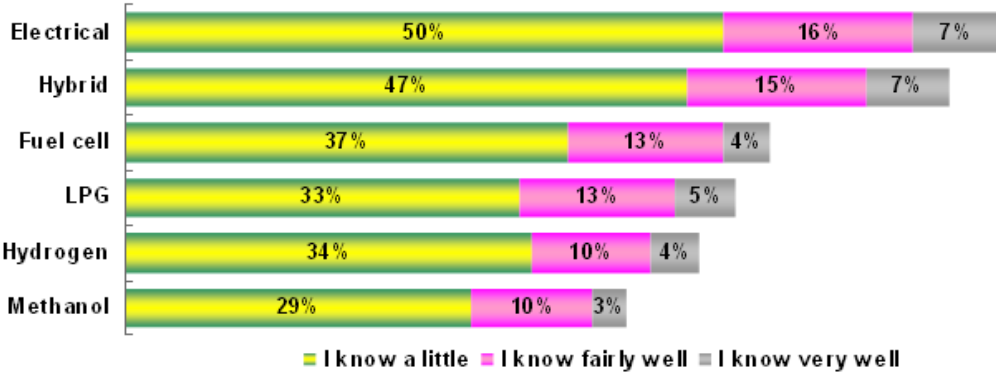


What are the important factors of a good green image for car manufacturers?

Results also show that for more than half of respondents (53 percent), technological reliability is a major factor of being “Green”. “Consumers must be able to trust the alternative technologies to be ready to adopt them” says Klaus Paur, Shanghai based TNS Automotive Director for North Asia. “Indeed, doubt concerning new car technologies is one of the major reasons for consumers not to consider alternative energies.”

Survey results demonstrate that a majority of car buyers are not yet familiar with alternative energies. Although the best known new technologies in the mainland, less than one in every four Chinese motorists is sufficiently informed about electrical and hybrid powertrains.

Graph 2: Awareness of alternative energies



How familiar are you with these alternative energies?

“The lack of familiarity can be considered as a main cause for doubts about the new technologies. For car manufacturers it will therefore be important to step up information about alternative energies and to make sure that consumers own the highest possible level of knowledge about them”, Klaus adds.

In more general terms, “Green” does not simply refer to alternative energies, but starts for every second Chinese motorist (49 percent) with the improvement of conventional technology. For over one third of Chinese consumers, “Green” also carries the notion of social responsibility significantly contributing to the environment (38 percent).

Ultimately, vehicle manufacturers need to consider various important elements to establish a green image in the Chinese market:

- Refine conventional technology and offer alternative energy cars
- Provide reliable technology
- Make environmental friendly technology affordable
- Build consumer confidence through an appropriate information policy
- Establish a notion of social responsibility

About this study

TNS China Automotive conducted the “Going Green” study from late September to early

October 2008 to deliver expert industry data and insights that contribute to a better understanding of Chinese motorists' mindsets concerning environmental issues. TNS interviewed 1,100 car owners and purchase intenders online and face-to-face in 7 cities across mainland China. Top study results revealed by TNS China Automotive Director for North Asia, Klaus Paur, at the 6th Annual Auto Forum in Shanghai, Friday 7th November 2008.

- End -

About TNS

TNS is a global market information and insight group.

Its strategic goal is to be recognised as the global leader in delivering value-added information and insights that help its clients make more effective business decisions.

TNS delivers innovative thinking and excellent service across a network of 80 countries. Working in partnership with clients, TNS provides high-quality information, analysis and insight that improve understanding of consumer behaviour.

TNS is the world's leading provider of customised services, combining sector knowledge with expertise in the areas of Product Development & Innovation, Brand & Communications, Stakeholder Management and Retail & Shopper. TNS is a major supplier of consumer panel, media intelligence and audience measurement services.

In business since 1992, TNS is one of the first international market research agencies to start operations in China. In recent years, TNS has grown substantially and established itself as one of the most successful and reputed market research and consulting agencies in China, with over 150 professional researchers and more than 300 employees in three full service offices in Beijing, Shanghai, and Guangzhou. TNS China focuses on the Automotive, Consumer, Finance, Healthcare and Technology sectors.

TNS is the sixth sense of business™

www.tnsglobal.com

www.tns-global.com.cn

About TNS Automotive

TNS Automotive is the leading global provider of automotive market information and insights, with a specialist network of over 350 experienced and dedicated researchers worldwide.

Living and breathing automotive, our experts address the complex research needs of clients including major global automotive and tyre manufacturers, component suppliers, oil companies, repair specialists, parts distributors, dealerships and advertising agencies. Whether our clients are developing new products, optimising advertising and media expenditures, defining new market segments or

consolidating their position in the marketplace, our complete portfolio of expert customised and syndicated automotive research solutions delivers added value.

We help our clients drive better business with innovative insights.

www.tnsglobal.com/automotive

The Kantar Group

The Kantar Group is one of the world's largest research, insight and consultancy networks. By uniting the diverse talents of more than 20 specialist companies – including the recently-acquired TNS – the group aims to become the pre-eminent provider of compelling and actionable insights for the global business community. Its 26,500 employees work across 80 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies. The Kantar Group is a wholly-owned subsidiary of WPP Group plc. For further information, please visit www.kantargrouptns.com